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**புதுச்சேரி மாநில அரசிதழ்**  
**La Gazette de L'État de Poudouchéry**  
**The Gazette of Puducherry**

**PART - II**

**சிறப்பு வெளியீடு EXTRAORDINAIRE EXTRAORDINARY**

அதிகாரம் பெற்ற  
வெளியீடு

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GOVERNMENT OF PUDUCHERRY  
MAHE MUNICIPALITY, MAHE

No. 9519/MM/Rev/2024.

Mahe, dated 10th February 2025.

**NOTIFICATION**

The following Draft Bye-Laws for regulation over the Outdoor Media Devices such as hoardings, banners, wall paintings, *etc.*, hereby notified to safeguard the public within the jurisdiction of Mahe Municipality and in exercise of the powers conferred by section 443 of the Puducherry Municipalities Act, 1973 (No. 9 of 1973) and in compliance to the Order, dated 11-08-2022 in W.P. No. 10884 of 2013 and is hereby published for

[ 333 ]

information of all the persons likely to be affected thereby and notice is hereby given that said Bye-Laws will be taken into consideration by the Mahe Municipality, after the expiry of fifteen days (15) from the date of publication in the Official Gazette of the Government of Puducherry.

2. Any objection or suggestion, which may be received from any person with respect to the said Bye-Laws before expiry of the period specified above, will be considered by the Mahe Municipality.

3. Objections or suggestions should be addressed to the Commissioner, Mahe Municipality, Mahe.

SATENDER SINGH,  
Commissioner.

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#### DRAFT BYE-LAWS

1. *Short title and commencement.*— (1) This Bye-Law may be called the Mahe Municipality Outdoor Media Device Bye-Law, 2024.

(2) This Bye-Law shall come into force on the expiry of 15 days from the date of their publication in the Official Gazette as per sub-section 2(b) of section 447 of the Puducherry Municipalities Act, 1973.

2. *Definitions.*— In this Bye-Law, unless the context, otherwise requires:

(i) "Act" means, the Puducherry Municipalities Act, 1973 (No. 9 of section 1973);

(ii) "acknowledgement OMD" means, an Outdoor Media Device that acknowledges an agency displaying an advertisement on road medians or roundabouts *in lieu of* provision or maintenance of such structures;

(iii) "advertisement" means, any representation by a word, or abbreviation thereof, letter, logo, symbol, sign, figure, painting, drawing or other pictorial representation, or light or sound or both, displayed on media device or on any screen or board, wall or building, either private

or public, or on any hoarding erected on any private or public land or building or on any framework or other support wholly or in part over any private or public land or building visible to public wholly or partly from any place on land, building, airspace, water in the Municipal area and shall include any information exhibited but, will exclude advertisements made in newspapers, broadcast made over radio or telecast in television;

(iv) "advertiser" includes any agent or owner or principal on whose behalf the Outdoor Media Device is displayed, the owner of any enterprise about which the Outdoor Media Device is displayed or the owner of the structure or place or building on which the Outdoor Media Device is made;

(v) "advertising" means, the act or process of displaying an advertisement on Outdoor Media Devices;

(vi) "agency" means, an applicant who may be an individual (or) proprietary, a registered organization, partnership or a company incorporated under the Companies Act, 2013 (Central Act 18 of 2013) intending to display Outdoor Media Device within the Municipal area;

(vii) "billboard/hoarding" means, an Outdoor Media Device with space for advertising in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building;

(viii) "building line" means the line up to which the plinth of a building may lawfully extend on the side, which abuts the street or an extension of a street or a strip of land ear-marked or reserved for future construction of street and such line is mentioned in the approved plan or co-ordination plan or the scheme by the Government Authority having jurisdiction or power and it does not include cantilevers structures fixed to the building and any other structure not part of the building plan approved by Puducherry Planning Authority;

(ix) "carriageway" means, the width of the road under the metalled portion;

(x) "commercial building" means, a building used or constructed or adopted to be used or intended to be used wholly or partially for business, trade or commerce;

(xi) "Commissioner" means, the Commissioner of Municipality as defined by the provisions of the Puducherry Municipalities Act, 1973;

(xii) "Competent Authority" means, the Municipal Council and has the same meaning as defined in the Puducherry Municipalities Act, 1973 and in the absence of Municipal Council, the Special Officer exercising the powers of the Council;

(xiii) "Council" means, the Body constituted to manage the Municipal Affairs in the Local Bodies and has the same meaning as defined in the Puducherry Municipalities Act, 1973;

(xiv) "Department" means, the Local Administration Department, Government of Puducherry;

(xv) "regulated area" means, the geographic area including airspace in the jurisdiction of the Municipal area for meeting the objective of this Bye-Law;

(xvi) "display" means, an advertisement on Outdoor Media Device being visible to public, irrespective of the space on which the advertisement is installed;

(xvii) "gantry" means, a structure erected across a road and usually fabricated from metal section pillars fixed on either side of a road with a beam shaped section connecting the top of the pillars across the road;

(xviii) "gantry advertisement" means, a gantry displaying an advertisement on Outdoor Media Device the face opposite to the direction of traffic;

(xix) "ground OMD" shall mean, an outdoor media device detached from a building, erected or painted on temporary structure, screen and fence placed/fixed on land and visible to public for the purpose of self-advertisement;

(xx) "Indian Road Congress (IRC)" means, the applicable codes, regulations made and directions issued by the Indian Road Congress, from time to time;

(xxi) "intersection" means, the same level junction where two or more roads either meet or cross;

(xxii) "electronic hoarding" means, an Outdoor Media Device, with display made from LED (Light Emitting Diode) or LCD (Liquid Crystal Display) or any other electronic source, to display running text, displays and informational messages from computer programs and software or any other means;

(xxiii) "marquee OMD" shall means, an Outdoor Media Device attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall, or building line;

(xxiv) "Municipality" means, the Urban Local Body as defined in the Puducherry Municipalities Act, 1973;

(xxv) "National Building Code of India or NBC" means, the National Building Code of India, 2005 and regulations made there under;

(xxvi) "OMD" means, an Outdoor Media Device;

(xxvii) "owner" means, owner of the property and includes an apartment owner as defined in the Puducherry Apartment Ownership Act, 1987 (No. 8 of 1987);

(xxviii) "permission fee" means, fee levied by the Commissioner for granting permission for advertisement through Outdoor Media Device under this Bye-Law;

(xxix) "property" means, any land or building or part thereof in the limits of the Municipality;

(xxx) "public building" means, any building accessible by the general public, free of charge or on payment of a charge, and includes a building used or constructed or adopted to be used either ordinarily or occasionally, as a place of public worship, a theatre, hostel, Government Office, public hall, public concert room, public lecture room, public exhibition or as a public place of assembly or occasionally for any similar purpose;

(xxxi) "registered agency" means, any agency registered with Municipality under Bye-Law 11;

(xxxii) "Right of Way (RoW)" shall means, total land width required for the road, to accommodate the roadway (carriageway and shoulders), side drains, service roads, tree plantation, utilities, *etc.*, owned by the respective authority;

(xxxiii) "road traffic sign" means, any sign for public information for users of the road and includes a traffic signal as contemplated in law or by the IRC;

(xxxiv) "self advertisement" means, advertisement displayed on Outdoor Media Devices in terms of Bye-Law 19;

(xxxv) "service lane" means, a road along the main carriageway and used for movement of vehicles;

(xxxvi) "street furniture advertisement" means, an advertisement displayed on Outdoor Media Devices on any public facility or structure which is not primarily intended for advertising and includes a seating bench, plant box, footpath litter bin, pole-mounted litter bin, public transport shelter, sidewalk clock, suburban name device and a street name, drinking fountain, *etc.*, of appropriate size and shape serving the functional requirement of such street furniture with advertisement either directly pasted/affixed or in the form of a panel;

(xxxvii) "Structural Engineer" means, a person who is a graduate in Civil Engineering from a recognised University or corporate member of Civil Engineering Division of the Institute of Engineers of India with a minimum of ten years of experience in structural design structures and related field work, or person who is a postgraduate in Civil Engineering from a recognized University or corporate member of Civil Engineering Division of the Institute of Engineers of India with a minimum of three years of experience in structural design structures and related field work and registered as Grade-1 Structural Engineer with the Puducherry Planning Authority;

(xxxviii) "structural stability certificate" means, a certificate issued by a Structural Engineer;

(xxxix) "third party advertising sign on Outdoor Media Devices" means, any OMD other than self-advertisement;

(xl) "temporary advertisement on Outdoor Media Devices" means, an OMD, other than self-advertisement, displayed immediately before and for the duration of any forthcoming event including entertainment events, festivals, mela, trade fair, conferences, road shows and does not exceed a maximum period of thirty days;

(xli) " trailer advertising on Outdoor Media Devices" means, an OMD mounted on a trailer, bicycle or vehicle, which is stationary or moving with the sole purpose of advertising;

(xlii) "unauthorized display charge" means, charges levied by Municipality for unauthorized display of OMD and violation of any of the provision of this Bye-Law;

(xliii) "unipole" means, an OMD with large space for advertising in the form of an advertisement panel and where such panel is mounted on a single column with its foundation on the ground;

(xliv) "urban design" means, the actions of conceiving and managing the special and aesthetic characteristics of urban space between and around buildings, road including physical elements that make up the streetscape and the combined visual effect of building facades and other structures;

(xlv) "wall wraps" means, advertisement pasted on the outer surface of a building or the wall painted colour or the wall covered with any other material including aluminium composite panels which has been used as architectural feature to form the facade or used as wall of building.

Display fee on advertisement on Outdoor Media Device other than advertisements published in the newspapers.

*3. Fee on Outdoor Media Device for posting advertisement.—*

(1) Every person, who erects, exhibits, fixes or retains, upon or over any land, building, wall, *etc.*, any hoarding or structure, any advertisement or who displays any advertisement on Outdoor Media Device to public view in any manner whatsoever, in any place whether public or private, shall pay on every advertisement which is so erected, exhibited, fixed, retained, or displayed to public view, a fee as specified in Schedule-1 appended to this Bye-Law.

(2) The rates of the fee specified in Schedule-1 shall be determined by the Council.

Provided that no fee shall be levied under this Bye-Law on any advertisement on Outdoor Media Devices or a notice.—

- (a) of a public meeting; or
- (b) of any Government functions/ceremonies, *etc.*;
- (c) of an election to any Legislative Body or the Council; or
- (d) of a candidature in respect of such an election;

Provided further that no such fee shall be levied on Outdoor Media Device which is not a sky-sign and which.—

- (a) is exhibited within the window of any building; or
- (b) relates to the trade or business carried on within the land or building upon or over which such advertisement is exhibited, or to any sale or letting of such land or building or any effects therein or to any sale, entertainment or meeting to be held upon or in the same; provided the total area of the advertisement meets the criteria for self-advertisements as stipulated under this Bye-Law;
- (c) relates to the business of any railway administration; or
- (d) is exhibited within any railway station or upon any wall or other property of a railway administration except any portion of the surface of such wall or property fronting any street.

Explanation 1 : In this Bye-Law, "structure" includes any movable board on wheels used as an advertisement or an advertisement medium.

Explanation 2 : In this Bye-Law, "sky-sign" means, any advertisement displayed on Outdoor Media Devices, supported on or attached to any post, pole, stand, frame-work or other support wholly or in part upon or over any land, building, wall or structure which, or any part of which sky-sign, shall be visible against the sky from some point in any public place, including all and every part of any such post, pole, stand, frame-work or other support, and also includes any balloon, parachute or other similar device employed wholly or in part for the purposes of any advertisement upon or over any land, building or structure or upon or over any public place but, does not include.



(a) any flagstaff, pole, vane or weather-cock, unless adapted or used wholly or in part for the purposes of any Outdoor Media Device; or

(b) any sign or any board, frame or other contrivance securely fixed to or on the top of the wall or parapet of any building or on the cornice or blocking course of any wall, or to the ridge of a roof:

Provided that such board, frame or other contrivance shall be of one continuous face open work, and does not extend in height more than one metre above any part of the wall, or parapet or ridge to, against or on which it is fixed or supported; or

(c) any advertisement on Outdoor Media Device relating to the name of the land or building upon or over which the advertisement is exhibited, or to the name of the owner or occupier of such land or building; or

(d) any advertisement on Outdoor Media Device relating exclusively to the business of a railway administration and placed wholly upon or over any railway, railway station, yard, platform or station approach belonging to a railway administration, and so placed that it cannot fall into any street or public place; or

(e) any notice of land or building to be sold, or let placed upon such land or building.

Explanation 3 : In this Bye-Law, "public place" means, any place which is open to the use and enjoyment of the public, whether, it is actually used or enjoyed by the public or not.

*4. Prohibition of Outdoor Media Devices without written permission.*—(1) No advertisement on Outdoor Media Device shall, after the levy of the fee under this Bye-Law had been determined upon by the Council, be erected, exhibited, fixed or retained upon or over any land, building, wall, hoarding or structure within the Municipality shall be displayed in any manner whatsoever in any place without the written permission of the Commissioner.

(2) The Commissioner shall not grant such permission if.—

(i) the advertisement on Outdoor Media Device contravenes any of the provisions of this Bye-Law or any other statute in vogue; or

(ii) the fee, if any, due in respect of the advertisement on Outdoor Media Device has not been paid.

(3) Subject to the provisions of this policy, in the case of an advertisement on Outdoor Media Device is liable for the Outdoor Media Device permission fee, the Commissioner shall grant permission for the period to which the payment of the fee relates.

(4) No printer shall print any advertisement, banner, flex, hoardings, *etc.*, unless the person, who intends to print the same, produces a valid permit which has been issued by the Municipality for displaying and the permit also be scanned and placed as a part and parcel of the said advertisements such that the permit is visible to normal eye. Any violation by the printer shall lead to cancellation of trade licence issued to the said printer and a recommendation to the Subdivisional Magistrate for declaration made by him under section 4 of the Press and Registration of Books Act, 1867.

5. *Permission of the Commissioner to become void in certain cases.*— The permission granted under this Bye-Law shall become void in the following cases, namely.—

(i) if any, addition to the advertisement on Outdoor Media Device be made, except for the purpose of making it secure, under the direction of the Commissioner;

(ii) if any, material change be made in the advertisement on Outdoor Media Devices or any part thereof;

(iii) if any, content change be made in the advertisement on Outdoor Media Devices or any part thereof after obtaining the written permission;

(iv) if, the advertisement on Outdoor Media Devices or any part thereof falls otherwise than through accident;

(v) if any, addition or alteration be made to, or in, the land, building, wall, hoarding or structure upon or over which the advertisement is erected, exhibited, fixed or retained, and such addition or alteration involves the disturbance of the Outdoor Media Devices or any part thereof; and

(vi) if, the buildings, wall, hoarding or structure upon or over which the Outdoor Media Device is erected, exhibited, fixed or retained be demolished or destroyed.

*6. Owner or person in occupation to be deemed responsible.—*

Where any advertisement on Outdoor Media Device is erected, exhibited, fixed or retained upon or over any land, building, wall, hoarding or structure in contravention of the provisions of this policy or after the written permission for the erection, exhibition, fixation or retention thereof for any period shall have expired or become void, the owner or person in occupation of such land, building, wall, hoarding or structure shall be deemed to be the person who has erected, exhibited, fixed or retained such advertisement on Outdoor Media Device in such contravention unless he proves that such contravention was committed by a person not in his employment or under his control or was committed without his connivance.

*7. Removal of unauthorised Outdoor Media Devices.—* (1) If any,

advertisement on Outdoor Media Device be erected, exhibited, fixed or retained contrary to the provisions of this policy or after the written permission for the erection, exhibition, fixation, or retention thereof for any period shall have expired or become void, the Commissioner or any officer authorised by Commissioner may, by notice in writing, require the owner or occupier of the land, building, wall, hoarding or structure upon or over which the same is erected, exhibited, fixed or retained to take down or remove such Outdoor Media Device or may enter any building, land or property and have the Outdoor Media Device removed and any cost incurred shall be liable to be recovered from the owner (or) occupier of the land including tenant in case of private land and the entity responsible for erection of such unauthorised advertisement. Further, a penalty of two times the fee as mentioned in the Schedule-1 be levied and the same need to be paid by the owner or occupier of the land, building, wall, hoarding or structure upon or over which the same is erected, exhibited, fixed or retained and this will be the penalty for the first week of such unauthorized advertisement and further, 25% of fee as mentioned in Schedule-1 will be levied for every additional week or part thereof.

(2) The Commissioner shall check on unauthorized and illegal outdoor media devices and take appropriate action to remove or prohibit the display of any such Outdoor Media Devices. Whenever, any advertisement on Outdoor Media Device is displayed in contravention of this Bye-Law, the same is actionable as per provisions of this policy. The Municipal Commissioner have the authority to either give direction to the owner of property to dismantle, remove, deface or screen any unauthorized and illegal Outdoor Media Device or Municipality itself can take similar action in addition to imposing to penalty as given in 7(1) above.

8. *Collection of permission fee on Outdoor Media Devices.*— The Commissioner may farm out (or) auction the collection of any permission fee on Outdoor Media Devices leviable under this policy for any period as deemed fit on such terms and conditions as may be laid down based on area and road zonation.

9. *Area and road zoning.*— The Commissioner shall divide the Municipal area in the Union Territory of Puducherry into different zones for the purpose of auctioning advertising rights, displaying advertisements and levying suitable fee.

10. *Application for registration.*— (1) An agency intending to display an OMD within the Municipal area shall register with Council by submitting an application in Form 1 along with application fee specified in clause (2).

(2) The application fee for applying for registration under clause (1) or Renewal of existing registration shall be ₹ 1,000 (Rupees one thousand only). The fee shall be paid in the name of Commissioner, Mahe Municipality, Mahe by way of demand draft or any other mode of payment as provided by the Mahe Municipality.

(3) The registration obtained by the agency under clause (1) shall be valid for a period of three years from the date of registration for such agency and must be renewed by paying renewal fee as stipulated under clause (4).

(4) The agency shall renew the registration obtained under clause (1) on payment of renewal fee of ₹ 6,000 (Rupees six thousand only). The fee shall be paid in the name of Commissioner, Mahe Municipality, Mahe by way of demand draft or any other mode of payment as provided by the Mahe Municipality.

(5) The single proprietor shall also register for installing Outdoor Media Device for displaying of third party advertisements on their property. However, the single proprietor is permitted to install self-advertising on their property without registration, subject to payment of fee for the OMD, if, it is beyond the permissible size specified in this Bye-Law.

(6) A company incorporated under the Companies Act, 2013, (Central Act 18 of 2013) and intending to install acknowledgement OMD consequent to development and maintenance of public utilities, parks, green spaces, traffic signs, or any other service for public benefit and in public interest through its Corporate Social Responsibility (CSR) funds, shall also be required to register with the Council through an application in Form-1.

11. *Process for registration.*— (1) The Council shall, refuse to register any agency where—

(i) the agency, any of its Director/Directors, owners or promoters have been debarred from the display of Outdoor Media Device by any Municipality or Government or any agency owned and controlled by the Government,

(ii) the agency, its Directors, owners or promoters are in arrears of payment of any dues to the Municipality (or) Local Body (or) Government (or) any Government agency in Union Territory of Puducherry.

(iii) the authorized signatory of the agency has earlier been authorised signatory of any company in arrears of payment of any dues to the Municipality (or) Local Body (or) any Government agency in Union Territory of Puducherry.

(2) The agency intending to register with the Municipal Council shall submit the following information/documents, namely—

(i) Name of agency with registration details under the Companies Act, 2013 (Central Act 18 of 2013), or Limited Liability Partnership Act, 2008 (Central Act 6 of 2009);

(ii) Individual ID Card, PAN Card;

(iii) An undertaking that the agency, its Director/Directors, owners or promoters are not in arrears of payment of any dues in any Municipality or Local Body or Government or Government undertakings;

(iv) Any other information or document, as the Municipal Council may require in writing.

(3) On scrutiny of the application along with information/documents as provided in clause 2, the Municipal Council shall, within thirty days from the date of submission of application in complete shape, register the agency for the purpose of this Bye-Law and issue a unique identity number to such agency and the Certificate of registration form as set out in Form-2.

(4) The rejected/refused applications shall be returned to the applicant with a written communication stating reasons for rejection/refusal as set out in Form-7.

12. *Grant of Licence for displaying advertisement on Outdoor Media Device in public places, etc.*— (1) The licence for displaying advertisements on Outdoor Media Device in public places, buildings, lands, roads and streets may be granted through open and public auction/tender on such terms and conditions, by a Committee consisting of the following Officers:—

- |   |                |
|---|----------------|
| (1) The Municipal Council of Mahe,<br>Municipality represented by Special<br>Officer appointed by the Government. | .. Chairperson |
| (2) The Commissioner,<br>Mahe Municipality.   | .. Member      |
| (3) The Revenue Officer,<br>Mahe Municipality.  | .. Member      |

(2) The Chairman may co-opt any one of the Commissioners of other Municipalities and Commune Panchayats for the purpose of fixing upset price.

(3) Licence shall be granted only to the advertising agents who have registered with the Municipal Council. In other words, only the registered advertisement agents shall be eligible to participate in auction/tender.

(4) The Committee shall decide the exact location of the place/land/building/road/street in the respective specified zones for display of advertisement on Outdoor Media Devices, type of advertisement device, dimension, *etc.*

(5) The Committee shall fix the upset price for the auction/tender taking into account the location for display of the advertisement, type of advertisement device and their dimension, permission fee and the rent for the land/building.

(6) The tenure of lease shall be for a period of three years from the date of grant of licence.

(7) The upset price shall be increased by 10% over and above the last highest bid amount.

(8) The power to accept the tender/bid amount shall be vested with the Committee.

13. *Approval of OMDs.*— (1) Application for display of any OMD shall be made by submitting an application containing the information in terms of Form-3.

(2) Where the owner of a property or any other person/tenant/occupier authorized applies for permission for installing OMDs on his property for the purpose of self-advertisement beyond the permissible limits defined in this Bye-Law, and apply for display of OMD by submitting an application containing the information in terms of Form-3.

(3) The application form shall be accompanied with the following, namely,—

(i) A processing fee as the Council may, by an order, specify from time to time, which shall be non-refundable and non-adjustable in any manner whatsoever;

(ii) A drawing, in colour, showing the locality plan, indicating the proposed position (including GPS coordinates) of the OMDs and the distances in relation to any other structure, building, or OMD situated within a radius of twenty-five metres from the proposed OMD;

(iii) Complete specifications showing the dimensions of the OMDs and locations;

(iv) The design and the structural details of the OMDs duly certified by a Structural Engineer, regarding the safety aspect of its foundations capable of bearing extreme wind conditions, earthquakes, soil bearing capacity and shall comply with relevant Indian Structural Design Standards, Policy and Guidelines framed from time to time. The structural details shall include size of all members of supporting frameworks, anchorages and design calculations including proof of compliance with any other law, including but not limited to, the applicable law and codes/guidelines including Indian Road Congress, the National Building Code of India and the Environment (Protection) Act, 1986 (Central Act 29 of 1986), to the extent that such law is applicable;

(v) If, a proposed OMD is to be attached to or displayed on the facade of a building, an architectural drawing showing elevation and measurements of the building and the detailed measurements and position of the proposed OMD and the position of every existing OMD on the building;

(vi) Copy of the contract document containing all terms and conditions entered into between the registered agency and the owner of the property, where the owner of the property where the OMD is proposed to be displayed is different, from the registered agency;

(vii) An undertaking to the effect that the application for display of advertisement on Outdoor Media Device is not in contravention of the order of any Court;

(viii) Any other information as the Council may require, from time to time.

(4) Permission for the advertisement on Outdoor Media Device/ hoarding shall be issued in Form 4 after evaluation of applications stipulated under Bye-Law 14.

14. *Evaluation of applications.*—(1) While evaluating an application under Bye-Law 12, the Competent Authority shall ensure that—



- (i) The application is in compliance with these Bye-Laws;
  - (ii) The application is not in contravention of any order of any Court in which a Local Body of the Union Territory of Puducherry is a party and the applicant shall also give a affidavit before a Notary Public to the effect that there is no pending Court cases;
  - (iii) Written representations, objections and comments received from any interested party on the application have been duly considered.
- (2) The Council in its sole discretion and for reasons to be recorded in writing, reserves its right to accept or reject any application.
- (3) The period of validity of the approval for display of OMD described in Schedule-4 shall be as stipulated below :
- (i) Standard OMDs, unipoles gantries and large size bill boards (except wall wraps) will be in accordance of terms and condition of auction/tender as decided by the Council;
  - (ii) OMDs for events like conferences, entertainment events, *etc.*, 30 days prior to event and shall be removed 24 hours after the event by the concerned Agency (or) removed by the Commissioner at the cost of the Agency in addition to the penalty stipulated in Bye-Law 7;
  - (iii) Landscape OMDs on tree guards, railings, gates, roundabouts, medians, street light poles, *etc.* – Validity to be on case to case basis;
  - (iv) Self-advertised Outdoor Media Device - no time-limit within permissible size set out in this Bye-Law;
  - (v) Innovative OMDs like LED, LCD, Gas balloon, *etc.* – case to case basis;
  - (vi) OMDs inside commercial and public buildings; – case to case basis.
- (4) The Council on scrutiny and after following due process, shall, within thirty days from date of application in writing, notify its decision to approve and the Commissioner shall communicate the approval and permission fee payable, to the agency, or reject or return the application as per format attached in Form-7.

(5) The agency shall be liable to pay the permission fee to the Municipality within fifteen days failing which the approval shall be deemed to have been withdrawn. However, Competent Authority may relax the time period for submission of permission fee to unforeseen circumstances.

(6) After submission of permission fee and requisite documents stated in the communication of the Commissioner, the registered agency shall enter into contract agreement with the Municipality in respect of places under the control of Municipality. Provided that where the registered agency has obtained approval for display of OMD on property owned by a person other than the registered agency, then the registered agency has to enter into contract agreement with the owner of property including a clause to the effect that if the property continues to display any OMD or display any other OMD beyond the period of approval contained in the Letter of Intent, then the liability with respect to violation of any provision of the Policy, shall be upon owner, jointly and severally, and shall submit it along with other documents mentioned in Form-3.

(7) For all approvals of OMDs, the time period specified at clause (3) of Bye-Law 13 shall be reckoned from the 1st day of the month succeeding the month in which approval is granted up to the last day of the month in which the period limits specified in clause (3) of Bye-Law 13 ends. However the Competent Authority has the power to relax the reckoning period in views of administrative exigencies/ urgency which warrants such relaxation.

(8) All existing OMDs on the date of notification of this Bye-Law shall comply with this Bye-Law immediately. Only fifteen days grace period from the date of notification of this Bye-Laws is allowed to all existing OMDs to seek necessary permission/regularize the existing OMDs. After completion of 30 days, Municipality shall take appropriate action for non-compliance that may include removal of such OMDs or advertisement hoardings, *etc.*, and recover the cost involved for the removal from the person or agency which installed the said advertisement(s) in addition to the penalty mentioned in Bye-Law 7.

15. *Exception.*— Nothing shall be construed to the effect that any approval granted in terms of this Bye-Law means that:

(i) Any person is exempted from any provision of any other law for the time being in force;

(ii) Any person is exempted from the provision, requirements and applicability of the Puducherry Open Places (Prevention of Disfigurement) Act, 2000 (No. 6 of 2000);

(iii) The registered agency of an OMD is exempted from its obligations to ensure that such sign is designed, erected, completed, displayed and maintained in accordance with any other applicable law for the safety, security of public at large or to protect public decency and morality.

16. *Withdrawal and amendment of approvals.*—(1) The Municipality may withdraw an approval granted, or amend any condition, or impose any further condition in respect of such approval, if, in the opinion of the Commissioner, or any officer so authorized, by a general order, by the Commissioner, the OMD for which the approval has been granted—

(i) is or has, as a result of a change to the road, provision of any public utility, the nature of the environment or the amenity of the neighbourhood, streetscape or urban design existing at the time of such approval, become detrimental to the area in which it is located for any reason whatsoever;

(ii) constitutes, or has become, a threat to any person or property;

(iii) is obscuring a critical and aesthetically important natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance;

(iv) is, or has become, prohibited in terms of these Bye-Laws or any other law for the time being in force;

(v) falls, completely or a part thereof, either through an accident or any other cause;

(vi) have any change made to it except under the direction of the Municipality;

(vii) upon the building or structure or property proposed to be demolished or destroyed;

(viii) requires to be removed, as may be decided, for reasons to be recorded in writing, by the Commissioner, in public interest, safety, aesthetics. *etc.*

(2) Before taking any decision under clause (1), the Commissioner shall issue notice to the registered agency, informing it of the intent of the Municipality and the registered agency shall have the right to make a written representation in response to the notice within seven days of the date of notice. In case of safety, damaged OMD, *etc.*, the registered agency shall immediately remove the same and compliance must be reported on the next day of receipt of Notice failing which the Municipality will remove and penalty as given in Bye-Law 7 shall be levied.

(3) In case of withdrawal of approval in whole or in part by the Commissioner, the registered agency shall have to remove or make such change of the OMD at its risk and cost, as may be directed by the Municipality within seven days. In case, any refund of permission fee is due on account of withdrawal of approval, the balance amount of permission fee shall be refunded to the agency within thirty days of such withdrawal.

(4) The Commissioner, or any officer so authorized, by a general or special order by the Commissioner, shall give reasons in writing for its decision on receipt of a representation from a registered agency.

(5) Mode of Service of Notice:- Pasting of the Notice as the OMD or at the site where OMD is erected and a pasting of notice at the address of the registered agency before two independent witnesses shall be sufficient mode of service of notice.

*17. IT based solution for application, renewal and monitoring.—*

(1) The Municipality shall adopt a transparent system for grant of approval for display of OMDs and monitoring.

(2) For the purpose of clause (1), the Municipality shall strive to develop an Information Technology based online system for grant of approvals and monitoring and shall strive to prepare a Geographical Information-System (GIS) based OMD Master Plan for the properties vested in or under the management or maintenance of the Municipality.

Provided that till such IT based system is created, the Municipality shall follow the conventional method of granting approvals/renewals through auction/tender/direct permission, as the case may be, however, details of all such approvals/renewals shall be promptly hosted on the Municipality website.

(3) All OMDs with their Geographical Positioning System (GPS) coordinates shall be marked on a map and shall be made available on the website of Municipality for the information of the public.

(4) The information technology based system referred to in clause (2) shall have the following enabling features:

(i) The Bye-Law and notifications related to Outdoor Media Device shall be made available for information on the website of the Municipality;

(ii) Online registration of entities shall be enabled and the registered agency shall be assigned a unique identity number which shall be password protected for all future correspondence with the Municipality;

(iii) All OMDs shall be GPS tagged and shall be available on the website of the Municipality on a GIS map of the Union territory of Puducherry;

(iv) Each OMD site shall have unique code assigned to it which shall convey its ownership, location (GPS coordinates), type of media, size (area of display), advertisement/permission fee payable, validity of agreement for display of advertisement on Outdoor Media Device and any other information which in the opinion of the Commissioner is required to be coded;

(v) Approvals of all OMD shall also be given electronically to the registered agencies. Commissioner has the power to add or reduce the feature mentioned above.

18. *General requirements for OMD.*— (1) On approval, the OMD shall not be altered, removed, re-erected or upgraded (except in respect the content of advertisement), without prior written approval of the Commissioner. The content must satisfy Bye-Law 20(3) also.

(2) Every power cable and conduit containing an electrical conductor for the operation of an OMD shall be so positioned and attached so that it is aesthetic and safe.

(3) No OMD shall be connected to any electricity supply with sub-meter without the prior written permission of the Electricity Department, Government of Puducherry or the licensed electricity distribution company concerned in the name of the registered agency and such permission shall, on request by an authorized official of Electricity Department, Government of Puducherry or the licensed electricity distribution company, be presented to them by the registered agency of the OMD concerned.

(4) The electrical connections and components in all the OMDs shall be in accordance with relevant Bureau of Indian Standards (BIS), Indian Electricity Policy and designed to ensure that there is no risk to personal or public safety or to movement of motorised or non-motorised traffic.

(5) Generators which are running on petroleum fuels or any bio-fuel or causing noise, air or water pollution, shall not be allowed for providing power for illumination of any OMD. However, the agency may illuminate OMDs under its jurisdiction by installing solar photovoltaic panels.

(6) The registered agency of the OMD shall ensure that disposal of any type of material including media for display is disposed off in terms of the Environment (Protection) Act, 1986 (Central Act 29 of 1986) or Policy made there under, the Policy of the Municipality and any other applicable laws/rules/Bye-Laws.

19. *Self-Advertisement on Outdoor Media Devices.*— OMDs for the purposes set out in sub-clauses (i) to (viii) below shall follow the provisions of these Bye-Law in respect of all conditions set out in this Bye-Law and shall not be required to register in accordance with the provisions of Bye-Law 10 and 11; and such OMDs shall be exempted from payment of any permission fee in the following cases subject to the fulfilment of conditions stipulated in Bye-Law 34.

(i) Relating to a public meeting, to an election to Parliament, Legislative Assembly, Municipality or to candidature in respect of such election; (may be installed on only authorized spaces identified/ earmarked by the Municipality);

(ii) If, exhibited within the window of any building, the Outdoor Media Device relates to the trade, profession or business carried in that building;

(iii) relating to the trade, profession or business carried on within the land or building upon or over which such Outdoor Media Device is exhibited or to any sale or letting of land or building or any effects therein or to analyze, entertainment or meeting to be held on or upon or in the same;

(iv) relating to the name of the land or building upon or over which the Outdoor Media Device is exhibited, or to the name of the registered agency or occupier of such land or building;

(v) relating to the business of a railway administration and is exhibited within any station or upon any wall or other property of the railway administration;

(vi) relating to any activity of any Department of the State Government or Union of India or the Municipality, Public Sector Undertaking, Government Corporation and Government Agencies;

(vii) on a property where building, swimming pool, tennis court, paving, fencing or garden landscaping or any other structure is in the course of being constructed, erected, carried out or altered and on which the activity concerned is described and the name of any architect, contractor or consultant concerned in such activity is displayed and the branch of the industry or the profession involved is specified;

(viii) Media device for hawkers on stationary kiosk or handcarts.

20. *Prohibited area.*— (1) In addition to any other prohibition, expressed or implied, in these Bye-Laws, except with the permission of Commissioner on case to case basis, no person shall erect, maintain or display any OMD or advertisements on/within:

(i) parks, urban forests and natural water bodies;

(ii) residential sector, subject to fulfilment of conditions stated in Schedule-I;

(iii) National Highways or State Highways, subject to fulfilment of conditions stated in Schedule-I;

- (iv) any wall and wall paintings;
- (v) building or structures of archaeological, architectural, aesthetical, historical or heritage importance;
- (vi) places of worship or religious significance;
- (vii) hospitals and nursing homes; educational institutions, libraries;
- (viii) cremation grounds, graveyards;
- (ix) areas classified as endangered regional ecosystems;
- (x) no advertisement area notified by the Municipality from time to time;
- (xi) traffic signals and road signages.

(2) No person shall deface any public place or cause to be defaced any display, device or structure that may have been put up by the Municipality and any contravention thereto shall be punishable under the provisions of the Puducherry Open Places (Prevention of disfigurement) Act, 2000; and the Act.

(3) In addition to any other prohibition, expressed or implied, in these Bye-Laws, the Municipality shall take necessary action to modify or remove the following advertisements or OMDs showing or expressing:

- (i) nudity,
- (ii) propagating caste, community, race or ethnic differences;
- (iii) promoting drugs, alcohol, cigarette or tobacco items;
- (iv) propagating exploitation of women or child;
- (v) depicting cruelty to animals;
- (vi) depicting any nation or institution in poor light;
- (vii) casting aspersion on any brand or person;
- (viii) banned by any law;
- (ix) glorifying violence;
- (x) promoting lottery tickets, sweepstakes entries and slot machines;



- (xi) any psychedelic, laser or moving displays;
- (xii) displaying destructive devices and explosives depicting items;
- (xiii) promoting weapons covered under the Arms Act, 1959;
- (xiv) defamatory, trade libellous, unlawfully threatening or unlawfully harassing;
- (xv) obscene or pornography or indecent representation of women within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986 (Central Act 60 of 1986);
- (xvi) linked directly or indirectly to or include description of items, goods or services that are prohibited under any law applicable for the time being in force, including but, not to the Drugs and Cosmetics Act, 1940 (Central Act 23 of 1940) the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 (Central Act 21 of 1954), the Indian Penal Code 1860 (Central Act 41 of 1860); and
- (xvii) any other items not in conformity with any Act/Rules/Guidelines and considered inappropriate and items so notified from time to time by the Municipality.

(4) The list of locations where Temporary Outdoor Media Device for banners, hoardings are permitted is given in Schedule-3 and the applicant shall make an application in Form-5 along with the application fee specified in clause (5). After scrutiny of the said application the permission shall be granted in Form 6 upon payment of permission fee prescribed in Schedule-1. The rejected/refused applications shall be returned to the applicant with a written communication stating reasons for rejection/refusal as set out in Form-7.

(5) The application fee for applying for registration under Form-5 shall be ₹ 100 (Rupees one hundred only). The fee and caution deposit shall be paid in the name of Commissioner, Mahe Municipality, Mahe by way of demand draft or any other mode of payment as provided by the Mahe Municipality.

(6) The Estate Officer concerned shall summarily remove the temporary Outdoor Media Device, banners, and hoardings, *etc.*, that are placed in violation of any of the provisions of this Bye-Law.

21. *OMDs on property of Municipality or for construction, operation or maintenance of any public utility, etc.*— (1) The Municipality shall, from time to time identify new locations and property within its jurisdiction to allow OMDs and prepare or revise the master plan of OMDs on property vested in or under the management or maintenance of the Municipality (hereinafter termed as "Municipal properties").

(2) The permission for display of advertisements through Outdoor Media Devices on Municipal properties already built up shall be granted by inviting e-tender/e-auction for the Local Bodies as a whole or in part, or in combination of areas of Local Bodies as per the Bye-Laws of e-tender/e-auction issued by the Government from time to time.

(3) The period for display of advertisement on Outdoor Media Device shall be in accordance with Bye-Law 14 and may be terminated at any time after giving notice of seven days in the event of default of terms and conditions of the contract agreement and in consonance with Bye-Law 16.

(4) The Municipality shall have the complete and unhindered right to display, or permit the display of and at any time, hoardings/ advertisements of Government or any Statutory Authority, Board, Corporations, Municipality or other entity owned and controlled by the Government for social messaging or promotion of the Policies, Schemes or Programmes of the Government. The Municipality may direct the successful bidder in the e-tender/e-auction to reserve fifteen percent of the total advertising to place Outdoor Media Devices of the Government under this clause and no fee shall be payable by the Municipality for these Government advertisements.

(5) The Municipality with approval of Competent Authority may assign advertisement rights for a specified period to any entity *in lieu of* construction, operations or maintenance of any public amenities including street light, public toilets, tree guards, street furniture, water dispensers, public information kiosks, *etc.*; and OMDs proposed to be installed in exercise of such rights shall be in accordance with Bye-Laws.

(6) The Municipality with prior approval of the Competent Authority may permit acknowledgment OMDs in accordance with the provisions of these Bye-Laws to any agency that undertakes to construct, operate or maintain any public space or public utility including green spaces, parks, water bodies, *etc.*, out of its own funds including through funds made available under the Corporate Social Responsibility Policy under the Companies Act, 2013 (Central Act 18 of 2013).

22. *OMDs on property of Government or Government entities.*— Advertisement rights assigned to any infrastructure project implementation entity by the Government or the Municipality or any Statutory Authority, Board, Corporations, or other entity owned and controlled by the Government on implementation project (other than a foot-over-bridge) shall be permitted in accordance with these Bye-Laws.

23. *Formats of Outdoor Media Devices (OMD).*— OMDs shall be classified as per details set out and with permissible specifications and conditions set out in Schedule-2.

24. *Permission fee.*— (1) The permission fee, mentioned in Schedule-1, along with terms of payment shall be prescribed by the Commissioner, Mahe Municipality from time to time with approval of Municipal Council. However, the permission fee stands revised once in every three years and such a revision of permission fee shall not be less than 10% and the permission fee shall not exceed ₹ 20,000 (Rupees twenty thousand only) per sq.mtr. per year.

(2) In case of removal of Outdoor Media Device by Municipality on account of reasons attributable to Municipality, *pro rata* amount shall be refunded to the agency.

(3) No refund of permission fee paid shall be made by the Municipality, if, the registered agency seeks withdrawal of the permission granted under Bye-Law 13.

(4) The permission fee shall be applicable immediately on notification of these Bye-Laws on all OMDs including existing OMDs.

(5) All the applicable taxes shall be the liability of the registered agency and be payable by the registered agency.

(6) If, the Municipality fails to prepare a proposal for revision in the period of three years, the Director, Local Administration Department may, immediately on the end of the fifth year of the last revision of the permission fee, *suo moto* revise and notify the permission fee and till such time the existing rates with an increase 5% may be levied.

(7) Registered agencies permitted to install Acknowledgment OMDs under of Bye-Law 21 are exempted from payment of permission fee.

25. *Inspections.*— (1) The Competent Authority (or) the Commissioner or any officer or any agency authorized by him, by a general or special order, shall have the power to carry out an inspection of any OMD at any time.

(2) An officer or agency authorized by the Commissioner shall carry out the inspection with respect to "Outdoor Media Device Audit form" as specified by the Municipality, from time to time.

26. *Maintenance of OMDs and removal of unauthorized Outdoor Media Device.*— (1) Subject to provisions in these Bye-Laws—

(i) the registered agency shall be responsible for maintaining the device and the surrounding area so that it does not become unsightly or deteriorate to such a degree that it is in conflict with any provision of these Bye-Laws;

(ii) a registered agency shall carry out regular inspections of an OMD with a view to satisfy himself that it has properly maintained and forthwith carry out any necessary maintenance resultant upon such inspection and records of the same shall be maintained and shall be produced to the inspecting officer, failing which action will be initiated against the agency and fine of ₹ 25,000 (Rupees twenty five thousand only) will be imposed. Fourth violation within a year will lead to cancellation of licence/ permit/registration without any notice; and

(iii) the registered agency shall keep a written record of any inspection made. Maintenance carried out and shall retain record of it and make the same available for perusal on demand by an authorized Officer of the Municipality.

(2) The registered agency shall ensure that a metallic plate (minimum size of one foot by one foot) with the embossed logo of Municipality providing details of approval of Municipality and details of the OMD, as required by Municipality are displayed and maintained in good condition at all times. Failure to do so shall result in the levy of a non-compliance charge, as the Municipality may specify.

(3) If, in the opinion of Municipality, any OMD is in a dangerous or unsafe or is likely to fall into a state of disrepair or is in conflict with any requirement of these Bye-Laws, the Municipality shall serve a notice on the registered agency to remove/maintain the OMD, within the specified period and registered agency shall be required to comply thereof and take suitable action.

(4) If, the Municipality is of the opinion that an OMD constitutes an imminent danger to any person or property, it shall without serving, or if such a notice has been served but, not complied with, within the period specified therein, remove the OMD.

(5) The cost incurred for the removal and storage of an OMD, and any other costs incurred by the Municipality as contemplated in clause (4) of Bye-Law 26, shall be recovered from the registered agency. The OMD shall be removed at the risk of the registered agency by the Municipality and any liabilities/damages arising out of the same shall be borne by the registered agency.

(6) If, an OMD has been removed in terms of clause (4) of Bye-Law 26, the Municipality shall promptly inform the registered agency, about such removal of OMD and also initiate the process for recovery of cost of such removal. The registered agency shall pay the same within a week failing which penalty shall be levied.

(7) Any OMD which has been removed and stored in terms of these Bye-Laws shall be released to its registered agency subject to payment of fee/charges as the Municipality may specify.

(8) Any unauthorized Outdoor Media Device shall be removed promptly by the Municipality and shall be immediately disposed off on as-is-where-is basis. The person responsible will be imposed with penalty.

(9) The entire list of authorized OMDs shall be displayed, without ownership display, for scrutiny by public at large and advertising companies, agencies, brands to identify and ensure that the advertisement being released by them is being mounted only on authorized OMDs. Failure to comply with above requirement shall be punishable under the Puducherry Open Places (Prevention of Disfigurement) Act, 2000 (No. 6 of 2000).

27. *Documentations.*— The registered agency *i.e.*, both owner and agency of a property upon which an OMD is erected, attached or displayed, shall retain certified copies of all documentation relating to the application for approval of such device in terms of these Bye-Laws, for as long as that device is erected or displayed, and shall on demand by an officer authorized by Commissioner, present such documentation. Failure to do so will result in penalty.

28. *Appeal.*— Any person, whose rights are affected by a decision of Commissioner or an officer authorized by him in terms of enforcement of any of the terms specified under these Bye-Laws, (or) in terms of allotment of OMDs, may appeal against that decision to the Competent Authority. The appeal shall be accompanied by a fee of ₹ 1,000 (Rupees one thousand only). The fee shall be paid in the name of Commissioner, Mahe Municipality, Mahe by way of demand draft or any other mode of payment as provided by the Mahe Municipality.

29. *Contraventions and consequences.*— (1) Whosoever contravenes any provision of these Bye-Laws, shall be liable, without prejudice to any other action that may be taken by the Municipality to remove such contravention, to pay a charge for such contravention at a rate equal to three times the applicable permission fee on the date of commencement of such contravention for the period of such contravention or a quarter, whichever is more.

(i) In case of unauthorized media displayed by any agency not registered under clause (3) of Bye-Law 11, the owner of the property over which the unauthorized media has been displayed and the agency shall be, jointly and severally, liable for payment of the charge for such contravention as specified in clause (1).

(ii) In case of self-advertised Outdoor Media Device, or the agency displays more than the permissible size without due authorisation, the said agency shall be liable for payment of charge for such contravention as specified in clause (1).

(2) In case of unauthorized media displayed by an agency registered under clause (3) of Bye-Law 11, the owner of the property over which the unauthorized media has been displayed and the agency shall be jointly and severally, liable for the payment of charge for such contravention as specified in clause (1). The registered agency which has displayed the unauthorized media shall also be liable to be deregistered by the Municipality:

Provided that any action for deregistration shall be taken by the Commissioner or an authorized by the Commissioner in this behalf, only after an opportunity of being heard has been provided to the registered agency:

Provided further that if, the registered agency pays the charge for such contravention, removes the unauthorized media within a period of five days from the date of notice of such contravention and gives a commitment to comply with the provisions of these Bye-Laws in future, then the Commissioner may, in good faith, provide an opportunity to the registered agency and may not deregister the agency:

Provided further that the opportunity under the second proviso shall be provided only on one occasion of contravention and shall not be provided for any subsequent contravention within a period of three years.

(3) If, the owner, promoter or Director of any agency that has been deregistered, is the owner, promoter or Director of any other registered agency, then action for deregistration shall also be taken against such other registered agency:

Provided that any action for deregistration shall be taken by the Commissioner or an officer authorized by the Commissioner in this behalf, only after an opportunity of being heard has been provided to the other registered agency.

(4) Consequent to the decision for deregistration of a registered agency under clause (2) or clause (3) above, any approval granted by the Municipality to any OMD of such registered agency shall be deemed to have been withdrawn forthwith without any further notice.

(5) A registered agency, once deregistered under clause (2) or clause (3) above, shall not be permitted to register for a period of three years from the date of deregistration.

(6) In case of continuing contravention beyond fifteen days, the property over which such contravention exists shall be debarred for display of Outdoor Media Device for a period of one year and penalty will be levied.

(7) An officer authorized by the Commissioner, shall have the power to enter upon the property on or over which the unauthorized media has been displayed and remove such unauthorized media.

30. *Insurance.*— (1) The registered agency of the OMDs shall provide and keep in full force and effect in the joint names of the registered agency, a public liability Insurance policy (Commercial Liability Insurance Policy) for their respective rights, interests and liabilities to the third parties in respect of accidental death, bodily injury to persons or accidental damage to the property.

(2) The registered agency shall produce evidence of the insurance public liability insurance policy to the Municipality.

31. *Indemnity.*— (1) The registered agency shall be required to indemnify the Municipality against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Municipality which arise as a result of the installation or existence of OMDs.

(2) The registered agency shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the display of advertisement and the consequential claim shall be borne by the owner who shall also indemnify and safeguard the Municipality, its employees or any entity employed/appointed by Municipality.



32. *Revenue Sharing.*— (1) All the public view advertisements on Outdoor Media Device under the jurisdiction of respective Council, irrespective of jurisdiction of land, will be governed by this Bye-Law and regulations laid down for outdoor advertisements.

(2) In case, land belongs to other organisations: Government Organizations/PSUs/Autonomous Bodies/Statutory Bodies/Registered Societies/Corporative Societies/ Private Limited Companies, *etc.*, and the structure has been built/installed by them or the advertiser in their territory for display of advertisement and it faces the vehicular traffic plying on it or comes in public view in any manner whatsoever visible from a public street or public place (including any advertisement exhibited by means of cinematographs), the concerned organization or the advertiser with their permission will have to share revenue in the following proportion:

(i) All the organization which are allowing/permitting advertisement displays shall obtain prior written permission from the Commissioner on their land/properties.

(ii) Other concerned organizations will share 50 per cent of the revenue earned through Advertisement with respective Municipality within their jurisdiction.

(iii) It should also be ensured that the contracts are not allowed to continue beyond the contractual period. Any contract which is in contravention to these Bye-Laws should be allowed till the end date of the present contract. However, the organisations that had executed such contracts shall share 50% of the revenue from the date of effect of this Bye-Law.

33. *Commercial Outdoor Media Device fee for Category -1, 2 and 3 devices.*— Every person, who erects, exhibits, fixes or retains upon or over any land, building, wall, hoarding, frame, post or structure or upon or any vehicle any advertisement or, who displays any advertisement to public view in any manner whatsoever, visible from a public street or public place (including any advertisement exhibited by means of cinematographs), shall pay for every Outdoor Media Device which is so erected, exhibited, fixed or retained or so displayed to public view, such rates as mentioned in the Schedule-1.

34. *Commercial Outdoor Media Device fee for category-4 devices.*—(1) Self-signage or self-advertised Outdoor Media Device having sum total of area less than/equal to 2.5 sq.m.:— No Outdoor Media Device or signage will be allowed beyond the length of the shop. Signages with a total surface area less than or equal to 2.5 sq.m. for advertising (sum total of self signage device), per property/Business Establishments, shall not be subjected to any charges. The self-signage shall be strictly installed/displayed in accordance with the general conditions laid for Category (4) devices in these Bye-Laws.

(2) Self-signage having sum total of area more than 2.5 sq.m. :— No signage will be allowed beyond the length of the shop. Advertisement device/s for self-signage/s exceeding 2.5 sq.m. (sum total of self-signage device), the Owner of Shop/Business Establishment/Institution, who erects, exhibits, fixes or retains upon or over part of building/property, where the business establishment is running its business, any such self-signage or advertisement, who displays any such self-signage advertisement to public view or visible from a public street or public place, shall pay for every such self-signage display which is so erected, exhibited, fixed or retained or so displayed to public view, an Outdoor Media Device fee at such rates as fixed by the Municipality, from time to time. The self-signage shall be strictly installed/displayed in accordance with the general conditions laid down for Category 4 devices in this Bye-Law.

35. *Cancellation of licence and forfeiture of fee paid.*—(1) The licence and/or permission issued to an agency or individual shall stand cancelled and the licence fee, permission fee or any other fee remitted shall be forfeited in the event of—

(a) a criminal case filed against the registered individual or Director(s) of the agency;

(b) conviction of registered individual or director(s) of the agency;

(c) any details provided in Form-1 submitted under Bye-Law 10(1) during registration proved to be false in later stage;

(d) black listing of the agency by any Government entity while the licence/permit issued by this Municipality is in force;

(e) causing injury or life loss to any person or damage to a property by the OMDs placed by the registered individual or agency, due to any reason other than natural calamity or untoward weather condition;

(f) non-compliance of licence conditions or condition laid under this Bye-Law or any conditions or orders issued by the Government or law enforcing agents or.

(2) The Commissioner has every liberty to remove such OMDs approved in favour of the individual or agency whose licence/permission was cancelled under clause (1) without assigning any reasons.

36. *Maintenance of register.*— (1) A Register in Form-8 shall be maintained by the Commissioner to record the details of grant or rejection of registration of an individual/company/firm/agency/owner for registration under Bye-Law 10(1).

(2) A Register in Form-9 shall be maintained by the Commissioner to record the details of grant or rejection of permission for erection of OMD and permission fee therefor under the Bye-Law (13).

(3) A Register in Form-10 shall be maintained by the Commissioner to record the details of grant or rejection of permission for temporary erection of OMD and permission fee therefor under the Bye-Law 20(4).

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## SCHEDULE – 1

[see Bye-Law 3(1)]

**Permission Fee for various categories of Advertisements on Outdoor Media Devices****ZONE – A****(All Arterial Roads within the Mahe Municipality)**

Sl. No.	Type of Outdoor Media Devices	Permission fee per square metre for per year			
		Non-Illuminated	Illuminated	Electronic display without video	Electronic display with video
(1)	(2)	(3)	(4)	(5)	(6)
		₹	₹	₹	₹
1	Self-advertisement *	2,000	2,200	2,300	2,400
2	Third Party Advertisements (includes wall wrap, gantry advertisement, billboards, unipoles, etc.)				
3	Vehicle Mounted Advertisement.	1,000	1,100	1,150	1,200
4	Special type of Advertisement like balloons, drones or any new type of Advertisement not covered under this Policy.	Will be decided by the Council on case to case basis based on the rates prevalent for that category of advertisements in comparable Cities/States.			

(1)	(2)	(3)	(4)	(5)	(6)
		₹	₹	₹	₹
5	Temporary Outdoor Media Device at locations mentioned in Schedule-3 of this Bye-Law (permission fee per day only).	₹ 10 per square feet per day and a refundable caution deposit of 25% of the total permission fee which shall be remitted back to applicant on production of proof for proper removal of the temporary banners/hoardings immediately after lapse of display period failing which the caution deposit shall be forfeited.			

\* Above permissible limits stipulated in this Policy.

**Note 1 :** Advertisements on Outdoor Media Device such as billboards, gantry, unipoles, *etc.*, which will be putup on public road or properties will be putup for auction as early as possible. In such auctions, the rates specified above will be the minimum base price for auctioning such category of Outdoor Media Devices.

**Note 2 :** Apart from the above fee GST as applicable shall be levied.

#### **Details of roads covered under Zone 'A'**

1. Hospital Road, Mahe.
2. S.K.B.S. Road, Mahe.
3. I.K.Kumaran Master Road.
4. Thazhangadi Road.
5. Choodikotta Road.
6. Old Post Office Road, Mundock.
7. Cemetery Road, Mahe.
8. Kallai – Pandakkal Road.

9. Usman Road, Chalakkara.
  10. Paral – Chokli Road.
  11. Chokli – Perigndi Road.
  12. Tellicherry – Manekkara Road.
  13. Koppalam – Makkuni Road.
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**ZONE – B****(All areas other than Arterial Roads within the Mahe Municipality)**

Sl. No.	Type of Outdoor Media Devices	Permission fee per square metre per year			
		Non-Illuminated	Illuminated	Electronic display without video	Electronic display with video
(1)	(2)	(3)	(4)	(5)	(6)
		₹	₹	₹	₹
1	Self-advertisement *	1,500	1,650	1,725	1,800
2	Third Party Advertisements (includes wall wrap, gantry advertisement, billboards, unipoles, etc.).				
3	Vehicle Mounted Advertisement.	1,000	1,100	1,150	1,200
4	Special Type of Advertisement like balloons, drones or any new type of Advertisement not covered under this Policy.	Will be decided by the Council on case to case basis based on the rates prevalent for that category of advertisements in comparable Cities/States.			
5	Temporary Advertisement at locations mentioned in Schedule-3 of this Bye-Law (permission fee per day only).	₹ 10 per square feet per day and a refundable caution deposit of 25% of the total permission fee which shall be remitted back to applicant on production of proof for proper removal of the temporary banners/hoardings immediately after lapse of display period failing which the caution deposit shall be forfeited.			

\* Above permissible limits stipulated in this Policy.

**Note 1 :** Advertisements on Outdoor Media Device such as billboards, gantry, unipoles, *etc.*, which will be putup on public road or properties will be putup for auction as early as possible. In such auctions, the rates specified above will be the minimum base price for auctioning such category of Outdoor Media Devices.

**Note 2 :** Apart from the above fee GST as applicable shall be levied.

The roads/streets other than the streets/roads designated as Zone-A shall be treated as Zone-B.

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SCHEDULE – 2  
(see Bye-Law 23)

**Details of Various Categories of Devices, Specific Condition, Permission Criteria, etc.**

**A. Summary of Category-1 Devices**

Sl. No.	Description of device	Status	
		Permitted (Subject to General and Specific Permission Criteria)	Not Permitted
(1)	(2)	(3)	(4)
1.1	Billboards/Unipoles/Bipoles–		
1.1.(i)	Industrial area	Permitted	–
1.1.(ii)	Commercial area	Permitted	–
1.1.(iii)	Recreational areas	Permitted	–
1.1.(iv)	Crematoriums and burial grounds	–	Not permitted
1.1.(v)	Transportation areas like airports/rail terminals/ bus terminals/truck terminals, etc.	Permitted	–
1.1.(vi)	Other areas like residential area, institutional, heritage, monument, etc., including mixed land use.	–	Not permitted unless approved by Competent Authority on case to case basis.

(1)	(2)	(3)	(4)
1.1.(vii)	On rooftops of residences	Residences in commercials only permitted.	Not permitted
1.1.(viii)	On mobile vans for purposes of advertising	–	Not permitted
1.2	Trivision	Permitted in vehicle free zones	–
1.3	Railway Bridge panels**	–	Not Permitted (except for authorised by Railway subject to conditions below).
1.4	Flyover panels**	Permitted	Not Permitted (except for Railway subject to conditions below).
1.5	Foot Over Bridge (FOB)**	Permitted	Not Permitted (except for Railway subject to conditions below).
1.6	Building wraps–		
1.6.(i)	Malls and Airport area	Permitted	–
1.6.(ii)	Cinema Halls	Permitted	–
1.6.(iii)	Commercial areas in market complexes	Permitted	–
1.6.(iv)	Commercial areas in residential areas	Permitted	–

1.7	Variable message advertising devices such as LED, LCD Screens, <i>etc.</i> —		
1.7.(i)	Industrial area	Permitted	—
1.7.(ii)	Commercial Area	Permitted	—
1.7.(iii)	Recreational areas	Permitted	—
1.7.(iv)	Crematoriums and burial grounds	—	Not permitted
1.7.(v)	Transportation areas like Airports, rail terminals/ bus terminals/truck terminals, <i>etc.</i>	Permitted	—
1.7.(vi)	Other areas like residential area, institutional, heritage, monument, <i>etc.</i> , including mixed land use.	—	Not Permitted unless approved by the Competent Authority on case to case basis.
1.7.(vii)	On rooftops of residences	—	Not permitted
1.7.(viii)	On mobile vans for purposes of advertising	Permitted	—
1.8	Ground-Level Hoardings	Permitted for Airport inside Malls, Market/ Shopping Complexes.	—

\*\* Railways is permitted to install advertisements on Railway bridge, FOB, Railway land. However, it is conditional to clearance of site and billboard plan by Commissioner of the Municipality as there is concern about safety of such billboards as they hang over the road, which is used by motorists and pedestrians. Therefore, utmost structural stability must be provided by the two agencies during installation of such billboards and they will also be liable for any mishap. As such billboard on Foot- Over-Bridges, Flyover Panels, Railway Bridge Panels have the propensity of distracting Drivers due to head on view and could be potential safety hazards, all efforts should be made to avoid visual clutter and ensure both safety and aesthetics. The distance criteria of 75 metres between existing unipoles and existing FOB advertisement will not apply in this case.

**B. Summary of Category 2 devices**

Sl. No.	Description of device	Status	
		Permitted (Subject to General and Specific Permission Criteria)	Not Permitted
(1)	(2)	(3)	(4)
2.1	<i>Public amenity mounted devices:</i> garbage and toilet facilities	Permitted	—
2.2	Devices mounted on service oriented facility	Permitted	—
2.3	Devices mounted on roadside kiosks	Permitted	—
2.4	Devices along with information for public	Permitted	—
2.5	Devices mounted on public assistance facility	Permitted	—
2.6	Pier or pylon mounted device—		
2.6.(i)	Flyover columns	Permitted	—
2.6.(ii)	Others	Permitted for any other area or surface on case to case basis.	—
2.7	Pole Kiosk	Permitted	—

2.8	Protection screen/Nallah culvert advertising devices	Permitted	—
2.9	Informal advertising display board—		
2.9.(i)	Residential area	Permitted	—
2.9.(ii)	Commercial area	Permitted	—
2.9.(iii)	Recreational areas	Permitted	—
2.9.(iv)	Public parks, gardens, <i>etc.</i>	Permitted	—
2.9.(v)	Premises of public buildings	Permitted	—
2.9.(vi)	Other areas along road side	—	Not Permitted
2.10	<i>Vehicular Mounted Devices:</i> Bus advertising - private and public.	Permitted	—
2.11	<i>Vehicular Mounted Devices:</i> Delivery and service vehicle advertising.	Permitted	—
2.12	Taxi and intermediate public transport advertising	Permitted	—
2.13	Air Borne devices	Permitted on case to case basis (social messages by Government Agencies - free).	—
2.14	Roof mounted devices in residences	—	Not permitted

(1)	(2)	(3)	(4)
2.15	Flag Signs–		
2.15.(i)	Industrial area	Permitted	–
2.15.(ii)	Commercial area	Permitted	–
2.15.(iii)	Recreational areas	Permitted	
2.15.(iv)	Crematoriums and burial grounds	–	Not permitted
2.15.(v)	Transportation areas like airports/ rail terminals/ bus terminals/truck terminals, <i>etc.</i>	Permitted	–
2.15.(vi)	Other areas like residential area, institutional, heritage, monument, <i>etc.</i> , including mixed land use.	Permitted on case to case basis by the Competent Authority.	–
2.15.(vii)	Outside city limit	Permitted	–
2.15.(viii)	On rooftops of residences	–	Not permitted
2.15.(ix)	On mobile vans for purposes of advertising	Permitted	–
2.16	Device mounted on street furniture	Permitted	–

*C. Summary of Category 3 devices :*

Sl. No.	Description of device	Status	
		Permitted (Subject to General and Specific Permission Criteria)	Not Permitted
(1)	(2)	(3)	(4)
3.1	Bus shelter and bus depot	Permitted	—
3.2	Parking	Permitted	—
3.2.(i)	Parking display boards	Permitted	—
3.2.(ii)	Two sides of khokha	Permitted	—
3.2.(iii)	Parking tickets	Permitted	—
	Parking uniforms	Permitted	—
3.3	Landscape advertising devices	Permitted	—
3.3.(i)	Fence advertising devices	Permitted	—
3.3.(ii)	Devices mounted on tree guards	Permitted	—
3.4	Traffic barricading	Permitted	—

**D. Summary of Category 4 devices :**

Sl. No.	Description of device	Status	
		Permitted (Subject to General and Specific Permission Criteria)	Not Permitted
(1)	(2)	(3)	(4)
4.1	Fascia Sign for self-advertising	Permitted	—
4.2	Awning Sign for self-advertising	Permitted	—
4.3	Projected sign for self-advertising	Permitted	—
4.4	Footway and roadside vendor sign for self-advertising	Permitted	—
4.5	Real estate sign	Permitted	—
4.6	Welcome sign	Permitted	—
4.7	Construction sign for self-advertising	Permitted	—



**Specific conditions for different category of advertising devices specific conditions**

**CATEGORY – 1**

Sl. No.	Type	General description	Description of device	Specific parameters			
				(5)	(6)	(7)	(8)
1.1	Category one	Large format outdoor Advertising device.	Billboards/Unipole	Length (Max)	Width (Max)	Max Height	Min Ground Clearance
1.1.1	–	–	For roads less than 100 feet roadway.	6 m	3 m	10 m 14 m for Railways and Airport.	2.5 m
1.1.2	–	–	For roads more than 100 feet roadway.	10 m	5 m	10 m for Railways and Airport.	2.5 m
1.2	–	–	Trivision - permitted on in vehicle free zones. The structure should be safe and secure.	NA	NA	NA	NA

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.3			Railway bridge panels	18 m	3 m	–	–
1.4			Flyover panels	18 m	3 m	–	–
1.5			Foot-Over-Bridge	18 m	3 m	–	–
1.7			Variable message Advertising devices such as LED, LCD Screens, <i>etc.</i>	10 m	5 m	–	–
1.8			Ground-Level Hoarding	10 m	5 m	14 m	–

*Note :*

- (i) The length and width for advertising display for Category I devices can be interchanged/altered as per suitability but, not exceeding the total area (Length multiplied by Width).
- (ii) In the case of airports, the length and width for Unipole/Billboard and Ground Level Hoardings can be increased on case to case basis up to the maximum dimension of 14 m x 8 m and 20 m x 5 m respectively, by Commissioner, Mahe Municipality, Mahe.

### Specific Permission Criteria

#### CATEGORY – 1

- |                            |  |
|----------------------------|--|
| (a) Lateral placement      | <ul style="list-style-type: none"><li>* Not permitted in medians.</li><li>* Not permitted on traffic islands and where carriageways diverge.</li><li>* Not permitted on footpaths.</li><li>* Where the footpath does not exist the outdoor advertising device not permitted</li><li>* Shall not be permitted within 3 metres from the edge of existing carriageway.</li></ul>  |
| (b) Longitudinal Placement | <ul style="list-style-type: none"><li>* Not permitted within 75 m. of any traffic red-light erected for the regulation of traffic.</li><li>* Not permitted, if any, such form as will obstruct the path of pedestrians.</li><li>* Not permitted, if, in any manner and at such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic.</li><li>* Not permitted within a round-about of diameter less than 25 m. as measured from the outer width of the round-about.</li><li>* Distance between two advertisement displays on flyover panel/railway bridge/ FOB must not be less than 25 m. to avoid visual clutter. However, two advertisement panel (back to back on Railway Bridge Panel/Flyover Panel/FOB,</li></ul> |

*i.e.*, both sides facing traffic) of specified size shall be permitted on Railway Bridge Panel/Flyover Panel/FOB at one location subject to the conditions mentioned at Footnote below the Summary for.—

\* Category-1 Devices.

(c) Other Placement

- \* The locations where large format outdoor devices are placed along the sides of the railway bridge, flyover than maximum height of the device from the road level shall be measured clearly from the top of flyover and centre of the flyover.
- \* Building wrap will be permitted strictly on Malls, Airport area, Cinema Halls, commercial buildings, market/shopping complexes.
- \* Building wraps shall not create any hindrance in Ventilation, Natural Lighting and Opening of Doors/Windows.
- \* Building wraps shall not cross/on the Roof Top Level of the Building and shall be displayed within the building boundaries.
- \* Not permitted in residential areas.
- \* Not permitted within 75 m. of another Category 1 device except Building Wraps.
- \* The minimum distance to be maintained between any two Building Wraps shall be 10 m., however, the minimum distance between any two building wraps can be increased depending on site conditions on case to case basis so as to avoid visual cluttering by the Competent Authority.

### Specific Conditions and Provisions

#### CATEGORY – 2

Sl. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
2.1	–	Public amenity mounted devices: Garbage and toilet facilities.	–	–	Up to 23 sq.m. per single unit.	–	<p>Permitted only over approved surfaces of specified properties designed for providing certain civic amenity/facility/service for public benefit.</p> <p>The amenity shall not interfere with the general function of the road or premises or cause impediment to sight distances for motorists.</p> <p>The activities of the amenity shall not spillover beyond the designated area onto the surroundings, unless otherwise permitted.</p>

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							<p>The facility will not be allowed to be used for any other purpose than what has been agreed to in the contract. No device placed within the designated area of facility shall project beyond the assigned surface proposed in facility.</p> <p>The amenity and the device mounted on the surface of facility shall be such that it creates no hindrance to the flow of vehicular or pedestrian traffic.</p> <p>The advertiser shall be responsible for providing services like water, sewage, garbage collection, <i>etc.</i>, as required for smooth functioning of the facility or as per the terms of the agreement.</p> <p>Daily and regular upkeep shall be the responsibility of the advertiser, is also responsible for maintenance of hygienic conditions in and around</p>

the facility or as per the terms of the agreement.

General illumination required for the functioning of the facility shall be provided and maintained by the Advertiser.

Allotment will be made through tender system or through other transparent system as laid down by the Corporation.

The space required for group/queue formation wherever applicable in front of the facility shall be included in the setback from the adjoining curb line or any adjoining structure or site features.

No advertising shall be permitted till the facility is completely operational.

An "Out of Service" sign shall be placed on the facility in case of the facility becoming non-operative on account of fault, repair or routine maintenance.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							All defunct or non-operational facilities shall not be allowed to advertise any advertisement.
2.2	Devices mounted on service oriented facility.	Drinking water, kiosk outside colony to facilitate payment of bills/ <i>etc.</i> , (G2C kiosk).	<70 % of the visible area to public.		The unit will be allowed to display up to 3 panels, each not more than 3 m. x 3 m.	–	–
2.3	Devices mounted on road side kiosks.	Tea/Cold Drink Kiosk/Fruit juice, Snack bar, Florist, Paan, cigarette, kiosk, puncture repair, Kiosk for barber, cobbler, milk booth, <i>etc.</i>	–	–	< 2.25 sq.m.	–	A strict control shall be maintained on the timing of operation of the facility or service and the same shall be displayed appropriately on the facility interface.



2.4	Devices along with information for public.	City maps, colony maps, <i>etc.</i>	—	—	< 2.25 sq.m.	—	—
2.5	Devices mounted on public assistance facility.	Police Assistance, Traffic Police Assistance, Tourist Assistance.	—	—	< 2.25 sq.m.	—	—
2.5.1	Devices mounted on street.	Benches, clock towers, dustbin, <i>etc.</i>	—	—	< 2 sq.m.	—	<p>Advertisement on street furniture shall not exceed 2 sq.m. on a single side.</p> <p>When more than one facility is installed parallel to the roadways or in a cluster, they shall be separated by a minimum of 5 m. distance.</p> <p>Shall not be placed so as to obstruct pedestrian movement and shall be located so as to not create a hazard for traffic, bicycle or wheel chair users in and around the locations.</p>

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							<p>Not permitted on a road median, which is less than 1.2 m. wide.</p> <p>Shall not have sharp edges with a view to avoid a chance of injury or damage to any person or object.</p> <p>On arterial roads with kerb, the facility should be placed no closer than 1 m. from the face of the kerb shall be not less than 0.5 m.</p>
2.6	Pier or pylon mounted device.	Road flyover pylons.	0.76 m.	0.1 m.	Not exceeding 0.91 sq.m.	1.2 m.	<p>* Device mounted on street furniture shall be non-reflective in nature.</p> <p>* Surface mounted device shall be permitted only in the landscaped area under Flyover and shall not spill over to the roads footpaths or to the top.</p> <p>* No Pier surface mounted device shall be permitted on the pier abutting a traffic intersection.</p>

- \* The Pier surface mounted device shall be fitted on every alternate pier after the traffic intersection wherever it cuts under the viaduct or the flyover.
- \* Surface mounted device shall be mounted on two sides of the Flyover pier in the direction of the traffic flow and not parallel to it.
- \* In case of their being more than one Pier per bay as in the case of Flyovers, maximum of two surface mounted device shall be permitted per bay preferably on the outer road- side piers.
- \* The Pier surface mounted device shall be fixed to the Pier with extreme care without causing any damage to the structure.
- \* Minimizing the contact points with the Pier, the fixing member shall be invisible and concealed behind the sign.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							* The Rights for advertising under the Metro viaducts and Roadway Flyovers shall be granted <i>in lieu of</i> provision and maintenance of landscaping of the areas located directly under the Viaducts and Flyovers.
2.7	Pole Kiosk	–	0.76 m.	0.1 m.	Not exceeding 0.91 sq.m.	1.2 m.	* Shall not exceed 0.91 sq.m. of advertisement display area and shall only be displayed in portrait format.  * Under no circumstances shall a sign project beyond 0.1 m. from the face of the pole on which it is mounted.  * Advertisement devices shall not be placed so as to obstruct pedestrian movement or view of the traffic (in case, where sign is placed on the median of the

road) or pedestrians (where sign is placed over a pedestrian walkway).

- \* The commercial advertising sign attached to Pole Kiosk shall be non-reflective in nature.
- \* The top of advertisement device shall be at least 2 m. below any light fixture and the bottom of such poster not less than 3.0 m. above the ground level.
- \* Advertisement device shall not cover any Mandatory/ Cautionary signs or the cover plates on street lamp pole.
- \* Advertisement device shall not be displayed on the first three street lamp poles from any intersection or traffic light.
- \* Only one Advertisement device structure (single frame containing one or two back to back posters) is permitted per street lamp pole.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							* The sides, top/bottom and the rear sides (in case of single sided sign) shall be framed with an appropriate material to hide the inside and their fixing system. The material of the poster can be paper (large size printed paper) or stretched vinyl sheet.
2.8	–	Protection screen/ nallah culvert advertising devices.	1.2 m.	1.8 m. < 2.16 sq.m.	0.75 m.	* No projection, cutout on the pole kiosk is permitted.  * Permitted only on road-facing side.  * Shall be centered along with the structural grid of the existing protection screen by placing them centrally in between the structural support alternately, <i>e.g.</i> , one filled and two empty.	

					<ul style="list-style-type: none"> <li>* The advertising sign shall in no case project above the top of the edge of the protection screen.</li> <li>* The device panel corners shall not have sharp edges with a view to avoid any chance of injury or damage to any person or object.</li> </ul>
2.9	–	Informal advertising display board.	2.5 m.	1.2 m. < 3 sq.m.	1.2 m. <ul style="list-style-type: none"> <li>* Informal advertising devices should be restricted to a demarcated basis in Government / Private.</li> <li>* Colonies, inside market areas, near public parks and the premises of public buildings. Informal advertising shall not be permitted along the roads. The billboard / poster will be allowed for a maximum period of 48 hours.</li> </ul>

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							<p>* In formal advertising devices should be restricted to the specific site/wall as may be provided by the Municipality in each of its wards, near Government/Private Colonies, inside market areas, near public park and the premises of the public buildings. No political/religious/social poster free of cost will be allowed beyond the stipulated area.</p> <p>* In Municipal area, the billboard/poster will be allowed for a maximum period of 1 week. No political/religious/social poster free of cost should be allowed to be pasted beyond the stipulated area.</p>
2.10	–	<i>Vehicular Mounted Devices:</i> Bus advertise in Private and public.	–	–	–	–	<p>* Area for advertisement/name/logo shall not exceed 75% of the surface area on each side of the vehicle except the front of the vehicle.</p>



- \* Permitted only on vehicles whose primary purpose is to serve a useful function in the transportation or conveyance of persons or commodities from one place to another, unless otherwise specified, no transportation vehicle shall be used for the sole purposes of advertising.
- \* No vehicles carrying advertisement shall be parked on a public right of way or in a location on a private property, which is visible from a public right-of-way.
- \* No animation or movement in any form shall be permitted in fleet advertising.
- \* Advertising devices will be allowed inside the public utility vehicle.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							* Bus Advertising devices shall not interfere in any way with the mandatory vehicle signs such as purpose of the bus service, number plate, <i>etc.</i>
2.11	–	Vehicular Mounted Devices in Metro trains City rails.	–	–	–	–	The City Rails running within the city limits can use the entire exterior body of the rail wagon for the purpose of advertisement.
2.12	Vehicular Mounted Devices.	Delivery and service vehicle advertising.	Na	Na	Na	Na	<p>* Area for Advertisement/name/logo shall not exceed 50% of the surface area on each side of the vehicle.</p> <p>* Separate application for separate delivery vehicle, with detail of registration number, <i>etc.</i></p> <p>* Taking clearance from Traffic Police and RTO, <i>etc.</i>, shall be the responsibility of advertiser.</p>

							* The delivery vehicles shall only be permitted to advertise the own product/service offered/carried by the company/owner.
2.13	-	Taxi and intermediate public transport like auto rickshaw and radio taxis.	-	-	-	-	<p>* Area for Advertisement/ name/logo shall not exceed 75% of the surface area on each side of the vehicle.</p> <p>* Separate application for separate taxi, with detail of registration number, etc.</p> <p>* No animation or movement in any form shall be permitted on taxi advertising</p> <p>* Taking clearance from.</p> <p>* Traffic Police and RTO, etc., shall be the responsibility of advertiser, and the conditions set by them shall be followed.</p>
2.14	-	Mobile vehicle for purposes for advertising: Not permitted	-	-	-	-	

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
2.15	–	Air Borne devices	–	–	–	19.5 m.	<p>* The Air Borne Device shall be erected, fixed and secured in accordance with the specified guidelines as per Municipality offer letter/contract/agreement.</p> <p>* The gas used in inflating the balloon shall not be hazardous or flammable.</p> <p>* No other smaller balloons shall be attached to the balloon or its supporting or secure lines.</p> <p>* Air Borne Device not be permitted in the air funnel area.</p>
2.16	–	Flag Signs	2 m.	1.5 m.	3 sq.m.	2.2 m.	<p>* Flag Signs advertising device shall be permitted only in commercial areas/ markets.</p> <p>* This advertisement device shall be useful in attracting the shop owners in the market area to display their product for selling</p>

through smaller and uniform advertising medium which shall enhance the city aesthetics by way of advertisement on uniform platform.

*Note:* The Length and Width for advertising display for Flag Sign in devices can be interchanged/ altered as per suitability but, not exceeding the total area (Length multiplied by width).

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### Specific Permission Criteria

#### CATEGORY – 2

- |                       |  |
|-----------------------|--|
| (a) Lateral placement | <ul style="list-style-type: none"><li>* Not permitted in road medians excluding Pole Kiosks.</li><li>* Not be permitted on traffic islands and where carriageways diverge so much that oncoming traffic is not visible.</li><li>* Not permitted within the pedestrian footpath and if, any part of device is projected in the right of way.</li><li>* A minimum gap of 2 m. must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls, <i>etc.</i></li></ul> |
|-----------------------|--|

- (b) Longitudinal Placement
- \* The distance shall be maintained as per the specific contract clauses as mentioned by the Municipality while inviting tenders and proposals.
  - \* Any deviation from the clause shall be approved by the Competent Authority.
  - \* For devices mentioned under 2.1 for amenities, the location shall be such that it does not result in inappropriate stopping or parking of vehicles on roads.
  - \* A minimum gap of 2 m. must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls, *etc.*
  - \* Unless specified, the principle of lateral and longitudinal placement will be applicable to category 1 device only.
-

### Specific Conditions

#### CATEGORY – 3

Sl. No.	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Hight	Min ground clearance	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
3.1	–	Bus Shelter and Depo	As approved by the Competent Authority on case to case basis.	As approved by the Competent Authority on case to case basis.	As approved by the Competent Authority on case to case basis.	As approved by the Competent Authority on case to case basis.	As approved by the Competent Authority on case to case basis.	The approach end of passenger transport shelter shall be either open or transparent to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle. The advertisement can either be backlit or non-lit, front lighting with additional projected brackets, <i>etc.</i> The advertisement devices shall not project outside the roof top boundary. Non-static illumination, neons, changing LEDs, changing of illumination colour, flashing lights, <i>etc.</i> , are not permitted. A minimum specified gap maintained between the bus shelter and the site features like

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
-----	-----	-----	-----	-----	-----	-----	-----	-----

trees/shrubs, pavement curbs, boundary/building walls, electrical poles, *etc.* Since, a BQS would only be erected at a site where it is not a traffic hazard, the advertisement on the BQS should be excluded from the various conditions of minimum distances from road junction, *etc.* The content of advertisement will be governed as per the general.

*Specific permission criteria for Bus shelter:*

- \* Any Advertising Device attached to a passenger transport shelter or a seat requires relevant approval of Competent Authority.
- \* Sponsorship arrangements for the supply of infrastructure may be managed by Municipality subject to keeping in considerations the interest of both.
- \* The proponent shall provide evidence of a public liability policy of insurance and must provide indemnity for all such installations.

The bus shelters shall be provided with a city map of the neighborhood area close to bus stop, the map shall be provided on the side panels for the commuter to read easily.



3.2	–	Parking	As approved by the Competent Authority on case to case basis.	<ul style="list-style-type: none"> <li>* No part of the parking advertising device shall project into the public right of way.</li> <li>* Parking signs should be electronic controlled to give clear information about occupancy status. Free Standing parking advertising devices shall be placed on the edge of the Authorized Parking Lots in a manner as to not interfere with vehicular or pedestrian movement into and out of the facility.</li> <li>* Advertising Sign face/of the Free Standing advertising devices in parking area shall be Oriented inwards facing the parking bays.</li> <li>* The number of free standing devices shall be determined by the peripheral length of the Parking facility. However, overall spread of the parking advertising Signs shall not exceed 50% of the Sum total of the peripheral length and the same shall be spread across to a maximum of three sides of the peripheral edge.</li> </ul>
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(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
								<ul style="list-style-type: none"> <li>* Minimum distance to be maintained shall not be less than 1.5 m.</li> <li>* <i>No Free Standing periphery of the following :</i> <ul style="list-style-type: none"> <li>(i) Access road passing front of the Parking Lot / Filling station.</li> <li>(ii) Shopping Arcade/Precincts.</li> <li>(iii.) Access roads/land leading to another facility beyond.</li> </ul> </li> <li>* The Power Supply shall be as per mentioned in general permission criteria.</li> <li>* System of state parking may be introduced which may be supported by the finances being accrued from the advertisement displayed on the stacks.</li> </ul>
3.2.1	–	Parking (Two display boards).	–	–	Up to 18 sq.m.	–	7 ft.	<ul style="list-style-type: none"> <li>* Two display boards of the size 40 ft. x 8 ft. each shall be permissible in each parking site.</li> <li>* The boards will contain advertisement at first half portion (20 ft. x 8 ft.) and parking rates prescribed at the other half portion.</li> </ul>

3.2.2	–	Two sides of Kiosks.	–	–	Up to 18 sq.m.	–	–	<ul style="list-style-type: none"> <li>* Each parking has a provision for erection of a Kiosks for keeping helmets, sitting of parking attendants, etc. on.</li> <li>* which advertisement will be permitted on any two sides with the maximum limit of each display not exceeding 20 ft. x 8 ft. It will be duty of the advertiser to ensure that kiosks are well lit and aesthetically built.</li> </ul>
3.2.3	–	Parking Tickets and Uniform.	As approved by the Competent Authority.	As approved by the Competent Authority.	As approved by the Competent Authority.	As approved by the Competent Authority.	As approved by the Competent Authority.	<ul style="list-style-type: none"> <li>* The Parking Tickets shall contain Municipal hologram on the front side with parking fee and advertisement on the reverse side.</li> <li>* There will be uniformity in the parking tickets in all authorized parking areas.</li> </ul>

*Specific permission criteria for parking:*

The parking advertising rights shall be clubbed with developing a proper parking information system that should provide real time information on the proper location and availability of parking spaces to facilitate the vehicle owners as well as the Municipal Authorities for better management of the existing parking scenario.

Provision at the entry and exit point regarding the parking fee, timeline, name of the parking site owner with telephone number, complaint box, along with advertising devices shall be provided. The parking attendant shall be in uniform with logo in front of uniform and advertisement at rear is permitted. Also the advertisement on parking tickets and small kiosk erected inside.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
3.3	–	Landscape advertisement device.	–	–	–	–	–	<ul style="list-style-type: none"> <li>* All Landscape advertising devices shall be located only at design location as approved by Municipality</li> <li>* All Landscape advertising device shall be adequately maintained to assure continued readability of the message</li> <li>* Advertiser shall be responsible for suitable upkeep and maintenance pruning of vegetation surrounding the landscape advertising such as shrubs, <i>etc.</i>, to enable the visibility of the advertisement.</li> <li>* No Landscape advertising device shall project beyond the assigned surface on which it is fixed.</li> <li>* Advertiser shall be responsible for all Landscaping related work including planting, daily maintenance and watering, <i>etc.</i></li> <li>* Permission should be given to the registered advertiser. The requirement of the landscape advertising for the specific zone shall be led down as decided by the Commissioner.</li> </ul>

3.3.1	–	Fence Advertising devices.	1.5 m.	<0.3 m. including base.	2.25 sq.m.	1.5 m.	As per approval of Competent Authority.	<ul style="list-style-type: none"> <li>* The Fence Advertising Signs shall be Advertising Plates measuring 0.2 sq.m. in area.</li> <li>* The fence over which Sign is fixed shall consist of fence modules of specified design. In case of locations where the fence modules are not already in place the same shall be designed and approved by the Concerned Authority.</li> <li>* The signs shall be fixed on the outer face of the fence parallel to the direction of the traffic flow.</li> <li>* The sign shall be permitted on every alternate fence module maintaining a minimum interval of 3 m. any two signs.</li> <li>* The sign shall be centered and aligned to the centre of the fence module horizontally.</li> <li>* The total number of fence advertising signs appearing on a particular fence shall depend on the design and length of the fence.</li> </ul>
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(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
								<ul style="list-style-type: none"> <li>* The fence shall be covered with green cover such as creepers, <i>etc.</i>, to the maximum extent possible planted from within.</li> <li>* No illumination in any form shall be permitted on the fence advertising sign.</li> <li>* All fence advertising sign shall be non-reflective in nature. No retro-reflective, reflective film or paint shall be used on fence.</li> </ul>
3.3.2	–	Devices mounted on tree guards.	0.3 m.	0.3 m.	0.09 sq.m.	The device shall be integral part of tree guard.	As per approval of Competent Authority.	<ul style="list-style-type: none"> <li>* Signs shall be square advertising plates measuring 0.3 m. x 0.3 m.</li> <li>* The tree guards shall be provided with 1.5 m x 1.5 m.</li> <li>* Or 1.2 m. x 1.2 m. cast iron modular grating for protection of roots and water to seep in the roots, as per approved design by the Municipality.</li> <li>* The Tree Guards advertising</li> <li>* sign attached to Tree Guard shall be non-reflective in nature.</li> </ul>

									<div> <div>PART-II]</div> <div>LA GAZETTE DE L'ETAT</div> <div>411</div> </div>
								<ul style="list-style-type: none"> <li>* Advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the tree guards advertising sign.</li> <li>* No illumination in any form shall be permitted on the Tree Guards advertising sign.</li> <li>* Following ratio of 70:20:10 proportionate numbers of Tree Guard Advertising Signs shall be distributed at regular intervals for Commercial Advertising, social message and logos of participating agencies respectively.</li> <li>* Permutations and combinations shall be worked out according to the frequency of the Sign.</li> <li>* Permission should be granted in a transparent manner.</li> </ul>	
3.4	–	Traffic Barricading.	0.6 m.	0.3 m.	–	–	Mounted on traffic barricading.	<ul style="list-style-type: none"> <li>* Signs shall be advertising plates measuring 0.6 m. x 0.3 m.</li> <li>* Advertising sign shall be an integral part of the design.</li> <li>* The advertising sign attached to the barricading can be reflective in nature.</li> </ul>	

**Specific Conditions****CATEGORY – 4**

Sl. No.	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Hight	Min ground clearance	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
4.1	–	–	Na	0.3 m.	–	<0. 9 m. in general and can be increased up to 2 m. depending on the site condition and subject to approval of the Commissioner on case to case basis as explained in the note below.	2.5 m.	<ul style="list-style-type: none"> <li>* All Fascia signs shall conform (should not exceed) to a maximum height of 0.9 m.</li> <li>* No part of any such sign shall extend above the level of the wall upon or in front of which it is situated.</li> <li>* The width of the signage is allowed to extent of the width of the shop- External Fascia signs shall be mounted at a datum line not lower than 0.9 m. from top finished level.</li> <li>* Within the enclosed corridors or verandah like in location, the fascia sign must follow the datum line coinciding with the top of the shop/ business opening.</li> </ul>



- \* In case of double height openings in frontage the datum line of the sign shall be at 0.9 m. from the soffit of the ceiling.
- \* The signage should not obstruct the open railings, jail, grill or any architectural features. In case the signage is placed below a railing or grill, its datum line shall coincide with the slab level or up to 0.9 m. from the bottom of the drop whichever is less to expose the architectural design of the railing.
- \* Each business shall restrict itself to only one fascia sign. The signs by no means shall exceed the frontage of the premises of the business (in terms of the Width). Permitted for each business establishment having a rear, or side building face with a public entrance.
- \* One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
								<ul style="list-style-type: none"><li>* Internal illumination of a translucent sign face, or individual letters, characters or figures shall be permitted, such that the sign face, letter or character glows.</li><li>* Flashing and Mechanical Movement graphics are not permitted. Excessive or Special Illumination Schemes, both on and within buildings (including windows and doorways) and sites shall not be permitted. Illuminated and animated signs are not to detract from the architecture of the supporting building during the daytime.</li><li>* The Owner of Shop/Business Establishment/Institution shall only be permitted to advertise the organization/business name/logo for self- signage having area less than/equal to 2.5 sq.m. which is free of charge, no surrogate advertising shall be permitted.</li></ul>

- \* The Owner of Shop/Business Establishment/Institution shall be permitted to advertise the organization/business/ product/service/ name/logo for Self-Signages having area more than 2.5 sq.m. subject to payment of Advertisement Fee and Prior written Permission of Commissioner of the Municipality.

*Note :* The maximum height limit of Self-Signages for Commercial Institutions, Showrooms, Hotels, Restaurants, Marts, Shopping Complex, *etc.*, shall be maximum 2 metre (proportionate to the Building facade area) as decided by the Commissioner, on case to case basis. The signage shall not block natural light or ventilation in building/premise and shall not contravene the criteria mentioned above in general conditions.

4.2 On premises signs. Awning Sign:	–	<2 m.	<1 m.	<2 sq.m.	As per approval of the Competent authority.	2.7 m.	<p>* A sign shall be fixed at right angles to the street line.</p> <p>* Where enterprise facades exceed 20 m. in length, more than one sign may be allowed, spaced at a minimum of 6 m. intervals.</p> <p>* Self-illuminated Awning Signs are not permitted.</p> <p>* Permitted only on premises used for commercial, office, industrial or entertainment purposes.</p>
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(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
								<ul style="list-style-type: none"> <li>* No Under-awning sign shall project at any point more than 100 m.m. from the surface to which it is affixed.</li> <li>* No Under-awning sign shall exceed a vertical dimension of 600 m.m. and a horizontal dimension of 900 m.m.</li> <li>* No Under-awning sign shall extend above, below or beyond any extremity of a parapet wall, balustrade, railing, beam or fascia.</li> <li>* Not more than one Under-awning sign per facade per enterprise shall be allowed, unless the facade exceeds 20 m. in length, where more than one sign shall be allowed, if, they are spaced at a minimum of 6 m. Intervals.</li> </ul>
4.3	–	<i>Projected sign:</i> for self-advertising only.	–	–	–	–	–	<ul style="list-style-type: none"> <li>* Maximum height of letters: not exceeding 250 m.m. when horizontally aligned; not exceeding 400 m.m. when vertically aligned to the sign.</li> <li>* Maximum height of logo shall not exceed 750 m.m. within the sign surface.</li> </ul>

							<ul style="list-style-type: none"> <li>* In no case shall any projecting sign be attached to a lamp post, traffic sign or any vertical structure other than the shop front where the business or service is practiced.</li> <li>* In no case, shall any projecting sign be attached to a heritage building, educational facilities and buildings that house Government Offices.</li> </ul>
—	Installed on building Ht. not exceeding 18 m.	—	—	—	—	>2.5 m. but < 9 m.	<ul style="list-style-type: none"> <li>* Projecting signs overhanging public land must have a minimum clearance of 2.5 metres above ground level (or a foot path).</li> <li>* No projection of the signage or any part of its supports or frame-work shall project more than 1 m. beyond the building.</li> <li>* The sign shall not project more than 0.6 m. beyond the building, or plot line facing the street.</li> <li>* A projecting sign shall not be fixed other than at right angles to the street line.</li> </ul>

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
								<ul style="list-style-type: none"> <li>* No projected sign shall be attached to the transom of a doorway or display window.</li> <li>* No projecting signs shall extend above the parapet or top most edge of a roof or above the part of the building face to which it is attached.</li> </ul>
	–	Installed on building Ht. not exceeding 36 m.	–	–	–	–	12 m.	<ul style="list-style-type: none"> <li>* Only one projecting sign shall be allowed per enterprise facade provided the width of the facade is at least 4.5 m.</li> <li>* Only one projecting sign per facade shall be permitted vertically as well as horizontally.</li> <li>* Material of the framework or supporting structure of the sign should be made of non-combustible material.</li> <li>* The lateral movement of the sign should be restricted and restrained securely using appropriate bracing/ bracketing to prevent from swinging.</li> </ul>

								<ul style="list-style-type: none"> <li>* The projecting sign shall be designed so that it is capable of supporting reasonable horizontal as well vertical load at all points/loading points.</li> </ul>
4.4	–	Foot way and road side vendor sign.	0.6 m.	0.6 m.	0.36 sq.m.	1 m.	Na	<ul style="list-style-type: none"> <li>* Footway signs are permitted within the Clear Zone provided that the structure, which performs the sole purpose of supporting the Advertising Device, is frangible.</li> <li>* No portion of a footway signs shall project over the carriageway or any surface used by motor vehicles.</li> <li>* The placement of a footway sign not cause a safety hazard to other traffic (<i>e.g.</i> Pedestrians and cyclists).</li> <li>* Generally be limited to one sign per premises in busy business precincts.</li> <li>* Generally be limited to two signs per premises where there is more than one business on the premises.</li> <li>* Be located directly outside the premises they refer to.</li> </ul>

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
								<ul style="list-style-type: none"> <li>* Not be located so as to restrict sight distance on approaches to intersections or the restrict the visibility of other authorized signs.</li> <li>* Be permitted only during trading hours.</li> <li>* Footway signs shall have a maximum height of 1.0 metre, a maximum width of 0.6 metres and a maximum depth of 0.6 metres.</li> <li>* Footway signs shall relate only to the business or product that may be obtained on the premises.</li> </ul>
4.5	–	Realestate sign: For self-advertising only.	Na	Na	< 2 sq.m.	1 m.	Na	<ul style="list-style-type: none"> <li>* A Realestate sign shall be erected to advertise the sale/rent or lease of property upon which the sign is placed.</li> <li>* All Realestate sign shall be temporary in nature.</li> <li>* All Realestate sign shall be non-illuminated.</li> </ul>



								<ul style="list-style-type: none"> <li>* All Realestate sign shall be displayed only during the times the premise is open for inspection or to be let out. No Real estate sign shall be placed at a distance less than 4 m. from the street line or the road right-of-way.</li> <li>* A Realestate sign shall be placed so as to not impede pedestrian or traffic now.</li> <li>* Realestate sign shall be limited to one sign per street face.</li> <li>* The maximum size of Real estate Sign permitted shall not exceed 2 sq.m. (but not more than 1 sq.m. per side).</li> <li>* A Realestate sign shall not have letters, figures, symbols or similar features that exceed 0.5 m. in height.</li> </ul>
4.6	–	Welcome sign.	–	Na	< 3.85 sq.m.	1.6 m.	–	* The content of welcome sign must be approved by Commissioner.
4.7	–	Construction sign: For self-advertising only.	Na	Na	< 4.4 sq.m.	3 m.	Na	* Under no circumstance shall a Construction Site sign be permitted prior to the issuance of first building permit.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
								<ul style="list-style-type: none"> <li>* A sign shall not be permitted unless there is direct access to that road from the property being advertised.</li> <li>* Signs shall be located as close as practicable next to and parallel to, the property alignment.</li> <li>* A sign shall not interfere with any underground services.</li> <li>* No portion of a sign shall project over the carriage way or any surface used by motor vehicles.</li> <li>* The placement of the sign shall not cause a safety hazard to traffic (<i>e.g.</i> vehicles, pedestrians and cyclists).</li> <li>* Signs must not present a danger to traffic when exposed to natural wind forces or wind created by passing vehicles.</li> <li>* One or more signs as per the guide, with a maximum area of 1 sq.m., may be displayed per property.</li> </ul>

**Permission Criteria for Self-Signage**

## CATEGORY – 4

- \* All on premises advertising devices/business/trade signs should be restricted to commercial areas and authorized business/trade establishments within institutional areas.
- \* Under no circumstances shall on Premise Advertising Device be permitted in residential areas.
- \* Under no circumstances shall illuminated on premise signs be permitted to be in shops/commercial establishments facing residential areas on streets with width less than 12 metres.
- \* No sign shall be attached in any way to trees or shrubs.
- \* No Trade and Business sign, messages, posters or printed material of any nature shall be pasted on to any supporting column, pillar or post.
- \* On Premise Advertising Device in any form shall not obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings.
- \* No on Premise Advertising Device shall be in any form or manner interferes with openings required for light and ventilation.
- \* Under no circumstances shall on Premise Advertising Device be located to obstruct or alter the frontal silhouette of any transparent/translucent surfaces/openings.
- \* Non-illuminated transparent translucent signs shall be permitted on transparent, translucent external surfaces at any level.
- \* No trade and business sign shall be in any form or manner interfere with fire safety transit/exit space requirements and prescribed norms.
- \* All on Premise Advertising Device should under no circumstances reflect activity/activities other those undertaken within the premises.
- \* No sign shall contain additional advertising on promoting products or services other than approve use of the premises or site irrespective of whether that product or service is provided, sold or available on the site.

- \* All on Premise Advertising Device must have the compulsory required information as under:
  - \* Name of the trade and business
  - \* Shop/Premise number
- \* All on Premise Advertising Device must conform to the prevailing laws with regard to decency, decorum, social harmony, *etc.*
- \* All the signs be visually interesting and exhibit a high level of design quality.
- \* All on Premise Advertising Device must conform to structural/architectural discipline of the surface/edifice/building/open areas.
- \* The scale and location of a sign should be compatible not only with the building to which it is affixed but, also take into consideration nearby buildings, streets and existing signs.
- \* Materials used and all on Premise Advertising Device should be non-polluting, fire resistant and injury proof.
- \* Any new sign shall consider existing signs on a building, site or adjoining streetscape to ensure that the sign does not give rise to visual and/or physical clutter.
- \* All signs shall have a minimal projection from a building.
- \* The cabling and conduit should be concealed from view of the sign and any supporting structure from all angles, including visibility from the street level and nearby higher buildings and against the skyline.
- \* No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign should be self-supporting or fixed securely with the architectural structure.
- \* Signs painted on or applied on the roof of a building are not permitted. Signs built and/or suspended from the roof at the roof level are also not permitted.
- \* The sign information should be kept to a minimum in the interest of both aesthetics and traffic safety.

- \* Where subordinate information is allowed, the name or use of the business shall be the dominant message on the sign. No supplementary (as in bylines, product specifications and selling propositions) and subordinate information (addresses, telephone numbers and other such details) which seeks the attention of Drivers along vehicular stretches will be allowed as they present a traffic hazard.
- \* Sign should be non-reflective such that they do not flash or glare at Drivers on the streets.
- \* Signs should not use reflective surfaces as mirror foils, *etc.*, as the use of such material are visually disruptive to traffic and can be hazardous to oncoming Drivers.
- \* All permitted signs would attract levies payable as outlined by the Municipality.

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SCHEDULE – 3

[see Bye-Law 20(4)]

**Places Identified for Erection of Temporary Outdoor Media Devices**

Sl. No.	Name of the Constituency	Locn Sl. No.	Permitted Locations for display of Temporary Outdoor Media Devices	Permitted Size (feet)	No. of OMDs
(1)	(2)	(3)	(4)	(5)	(6)
1	Mahe	1.	Junction of Poozhithala, Mahe.	20' x 10'	1
		2.	Beach Road, Mahe.	20' x 10'	2
		3.	Near Coastal Police Station, Beach Road, Mahe.	20' x 10'	1
		4.	Aklari Road Junction, Choodikotta Road, Mahe.	10' x 10'	2
		5.	Junction of Mahe Midas, National Highway, Mahe.	10' x 10'	1

(1)	(2)	(3)	(4)	(5)	(6)
		6.	I.K. Kumaran Master Road, Mahe.	20' x 10'	2
		7.	Civil Station Junction, Mahe.	20' x 10'	1
		8.	Junction of Municipal Ground, Mahe.	10' x 10'	1
		9.	Junction of Old Post Office, Mundock.	20' x 10'	1
		10.	Cherukallai Branch Road in Kallai – Pandakkal Road.	10' x 10'	2
		11.	Junction of MLA Road, Kallai – Pandakkal Road.	10' x 10'	2
		12.	Pettipalam Bridge, Kallai – Pandakkal Road.	10' x 10'	2
		13.	Satheesh Bakery surrounding area, Kallai – Pandakkal Road.	10' x 10'	2
		14.	Nearby place of Chalakkara Vayanasala, Kallai – Pandakkal Road.	10' x 10'	2
		15.	Junction of PMT shed, Kallai – Pandakkal Road.	20' x 10'	2
		16.	Junction of Kasturba Gandhi Government High School, Kallai – Pandakkal Road.	10' x 10'	1
		17.	Junction of Kunhipuramukku, Kallai – Pandakkal Road.	10' x 10'	1
		18.	Near to V.N. Purushothaman Higher Secondary School Ground, Kallai – Pandakkal Road.	20' x 10'	2
		19.	Junction of Irrattapilakkol, Paral – Chokli Road.	20' x 10'	1
		20.	Junction of Community Hall, Palloor – Vayal Nada Road.	10' x 10'	2
		21.	Near to Gramathi Palli, Paral – Chokli Road.	20' x 10'	1
		22.	Junction of Registrar Office, Paral – Chokli Road.	10' x 10'	2

(1)	(2)	(3)	(4)	(5)	(6)
		23.	Junction of Chokli, Paral – Chokli Road.	20' x 10'	1
		24.	Junction of Spinning Mill, Chokli – Peringadi Road.	20' x 10'	1
		25.	Near I.T.I. Bus Stop, Chokli – Peringadi Road.	10' x 10'	2
		26.	Junction of Daddy Mukku, Chokli – Peringadi Road.	10' x 10'	2
		27.	Junction of Koyyottu Theru Paral – Chokli Road.	20' x 10'	2
		28.	Junction of Koyyottu Theru – Pandakkal Road.	20' x 10'	1
		29.	Kallai – Pandakkal Road, Near Moonangadi Junction.	10' x 10'	2
		30.	Junction of Edayilpeedika, Kallai – Pandakkal Road.	20' x 10'	2
		31.	Muthappan Bus Stop in Kallai – Pandakkal Road.	20' x 10'	1
		32.	Junction of Pandakkal, Kallai – Pandakkal Road.	20' x 10'	1
		33.	Junction of Vayal Peedika, Thalassery – Manekkara Road.	20' x 10'	2
		34.	Junction of Pandokooloth Temple, Kallai – Pandakkal Road.	10' x 10'	1
		35.	Junction of Pandokkavu Junction, Kallai – Pandakkal Road.	10' x 10'	1
		36.	Border Road of Koppalam – Thalassery Road.	20' x 10'	1
		37.	Border Road of Makkuni – Champad Road.	10' x 10'	1
		38.	Junction of Moolakadavu, Koppalam – Makkuni Road.	20' x 10'	1

## SCHEDULE – 4

[see Bye-Law 14(3)]

Typology	Typology Description
(1)	(2)
A.	<p><b>Typology A:</b> OMDs on public transport services/street furniture and public transport system.</p> <p>(A1) Bus and Intermediate Public Transport (IPT) shelters.</p> <p>(A2) Bus and IPT route markers</p> <p>(A3) Foot Over Bridges, Signage gantries, toilet blocks and urinals.</p> <p>(A4) Cycle Stand/Station</p> <p>(A5) Police booth, parking booth, telephone booth, pre-paid taxi booth, bus/rail booking information booth, drinking water facility, public utility kiosks, outside colonies to facilitate directory/payment of bills, <i>etc.</i></p> <p>(A6) Sitting bench, garbage bins</p> <p>(A7) Metro/MRTS</p> <p>(A8) Traffic barricading</p> <p>(A9) Public transport vehicle</p>
B.	<p><b>Typology B :</b> OMDs on commercial advertising structures on public land.</p> <p>(B1) OMD on public land</p>
C.	<p><b>Typology C :</b> OMDs on commercial advertising structures on private land.</p> <p>(C1) Unipoles, billboards, building boards</p> <p>(C2) Wall wraps/wall painting</p> <p>(C3) Multiple OMDs.</p>



(1)	(2)
D.	<b>Typology D : Events</b> (D1) Religious, Political and Conferences (D2) Entertainment and Exhibitions events
E.	<b>Typology E : Landscape advertising</b> (E1) Tree guards
F.	<b>Typology F: Shop signage</b> (F1) Self-Advertising
G	<b>Typology G: Innovative advertising</b> (G1) Innovative advertising
H.	<b>Typology H: Cinema advertising</b> (H1) In-cinema on screen advertising including slides and advertisement films (moving advertisements).
I.	<b>Typology I: Inside commercial buildings and public buildings.</b> (I1) Inside commercial buildings and public buildings.

The supporting structure shall have a non-reflective finish to prevent glare. The Outdoor Media Devices structure shall be well maintained at all times. It shall be painted in colors that are consistent with, and enhance the surroundings.

#### FORM 1

[see Bye-Law 10(1)]

#### **Registration/Renewal Form for display of Advertisement on Outdoor Media Device**

1. Name of Individual/Company/Firm/ :  
Agency/Owner with registration  
details in Companies Act or Limited  
Liability Partnership Act, 2009.

(Photo of  
applicant/  
Authorised  
person)

2. Name of the Authorized person in :  
case of Company/Firm/Agency.

3. Registered Address :

4. (i) Telephone Contacts :

(ii) Business Fax :

(iii) E-Mail Address :

5. Details of the Directors/Proprietors/Partners—

Sl. No.	Name	DIN No.	Mobile No.	e-mail Address
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6. Experience :

7. Work Experience :

8. Details of Director who have been :  
defaulter in any of the matter while  
remain Director in any other agency.

9. Balance sheet of last three years, :  
if available.

10. Authorisation letter by the Board : YES ☐ NO ☐  
of Directors (by passing resolution),  
not by any individual Director for  
Authorised signatory of agency.

11. Details of advertisement rights/ :  
permission secured in last five years  
in any of the Municipalities of  
Puducherry and Tamil Nadu.

12. An undertaking that no amount is :  
pending against it in any of the  
Municipalities of Puducherry and  
Tamil Nadu.
13. Type of entity :
14. PAN Number :
15. Service Tax Number :
16. Registration Amount :
17. The applicant firm/company has not : YES ☐ NO ☐  
been Blacklisted by any Government  
entity in the last 3 years.
18. The applicant firm/company has no :  
pending dues.
19. If yes, please specify the total pending : YES ☐ NO ☐  
dues.
20. The applicant firm/company has no Court case pending I/we shall  
hereby abide the terms and conditions and guidelines of  
advertisement Bye-Laws/Policy framed by the Municipality. Also the  
information listed above is true and genuine and incase of adverse  
findings related to this, the registration shall stand cancelled.

(Please take printout of this form and submit it with the Demand  
Draft of such amount as specified by the Commissioner, respective Local  
Body time to time at Municipality Office in favour of The Commissioner,  
respective Local Body of ..... payable at  
.....)

*Note :* This is a typical format only and is subject to modification/  
amendments by the Municipality of .....  
..... from time to time.  
Latest version from the website to be used always.

*Signature of the Applicant.*

## FORM 2

[see Bye-Law 11(3)]

**Certificate of Registration**

Application No. : Unique Identification No. :

Name, Designation and Address :  
(Designation in case of Company/firm/  
agency).(Affix  
Photo of  
applicant)Name of the Company/Firm/Agency :  
(if applicable) :

Date of Registration :

Valid up to :

Fee paid and Receipt No. :

It is hereby certified that your application for registration with Municipality for display of Outdoor Media Device has been approved. Please use the Unique Identification Number for all future correspondence with the Municipality.

**Commissioner.**

## FORM 3

(see Bye-Law 13)

**Application to Erect a Outdoor Media Device in Mahe Municipality***(separate application should be submitted for each location)*

1. Name and address of the :  
applicant/Company/Government  
Department with Municipal  
UID No. (if, company registered  
with Municipality). Municipal UID No. :
2. Exact location with : Address :  
identification land marks and  
direction of facing of the  
frontage of the Outdoor  
Media Device.

3. Place of erection of Outdoor Media Device with ward number (If on buildings, address of the building). : Municipal Ward No. : Police Station : Survey details : Ward/Block/T.S. No.

4. Name of the owner of the land/building on which the Outdoor Media Device is to be erected. :

5. Typology and Size of the Outdoor Media Device proposed to be erected. :

Typology	Length	Breadth	Width
Area:		Volume:	

6. Nature of the materials to be used. :

7. Whether annual rent paid for land belonging to Government or Municipality if so, the date of payment and other details. : Yes / No

Receipt No.	Date	Amount

8. Indicate whether the following documents have been enclosed with the application. :

- (a) Copy of proof by which Licence fees and rent for Government lands is paid. : Yes (enclosed) / No\*

- (b) Copy of receipt of rent paid to State or Central Government or Municipality and details of fees paid. : Yes (enclosed) / No\*

- (c) Plan showing the Outdoor : Yes (enclosed) / No\*  
Media Device to be  
erected indicating the  
height and other  
dimensions and the  
material proposed to be  
used.
- (d) Stability certificate issued : Yes (enclosed) / No\*  
by the Structural Engineer.
- (e) No Objection letter from : Yes (enclosed) / No\*  
the owner of the land  
where the Outdoor  
Media Device is to be  
erected in a private land  
or building:
- (f) If the land or building : Yes (enclosed) / No\*  
belongs to a Department  
of the State Government  
or Central Government  
or an Undertaking of the  
Government or Municipality  
or to any such related  
agency, a No Objection  
Letter/Authorization  
letter issued by an  
authorized officer.
- (g) A Topo sketch indicating : Yes (enclosed) / No\*  
the proposed location of  
the Outdoor Media  
Device.
- (h) Copy of PAN Card and : Yes (enclosed) / No\*  
GST (PAN Card of  
Proprietor/Partner/  
Company Directors  
whichever is applicable) .
- (i) Test Certificate from a : Yes (enclosed) / No\*  
licenced Electrical  
Engineer.

- (j) Plan of the hoarding : Yes (enclosed) / No\*  
indicating width, height,  
*etc.*, duly approved by  
the qualified Engineer.
9. Insurance against damages : Insurance No. :  
(The licensee shall provide Valid till :  
proof of public liability Insurance Company :  
insurance).
10. Brief Content of Outdoor :  
Media Device.

## DECLARATION

- \* I/We declare that all the statements/details/documents furnished are true and correct to the best of my/our knowledge.
- \* I/we also understand that I/we are liable for penal actions prescribed under law for any violation(s)/deviation(s) in any manner.
- \* I/we shall be liable for compensation payable, to whomsoever it may be, for any loss incurred due to failure of Outdoor Media Device display whatever the reason may be.
- \* I/we shall hereby abide by all provisions of Acts/Rules/directions issued by the Municipality or any other law enforcing or Government agencies.

*Signature of the applicant.*

Date :

## ACKNOWLEDGEMENT

*(for Office use only)*

Received the application for erection of Outdoor Media Device  
in Mahe Municipality at Ward No. ...., at ..... from  
Thiru/Tmt./M/s. ....

*Signature of receiving official and date*

(\* Strike out whichever is not applicable)

## FORM - 4

[see Bye-Law 13(4)]

**Permit for Erecting the Outdoor Media Device in Mahe Municipality**

1. OMD Id No. : Date :
2. Application No(s). : Date :
3. Name of Licensee and UID No. :
4. Location(s):

Municipal Ward (1)	Ward (2)	Block (3)	T.S. No. (4)	Typology (5)	Length (6)	Breadth (7)	Width (8)	Area (9)	Volume (10)

5. Device Details :
6. Valid Up to :
7. Fee details—
  - Receipt No. :
  - Date :
  - Amount :

**CONDITIONS**

- (1) This licence not transferable.
- (2) The Licensee should not transfer the ownership of the Outdoor Media Device without prior permission of the Commissioner, Mahe Municipality, Mahe.
- (3) The licensee shall abide the statutory provisions of the Pondicherry Municipalities Act, 1973, rules and Bye-Laws.



- (4) The permit holder shall adhere to all the conditions laid down by the Mahe Municipality then and there.
- (5) The licensee shall erect the Outdoor Media Device only in the permitted location.
- (6) The licensee shall mention the licensee name, license No, period of license and size of the Outdoor Media Device in the right side bottom corner of the Outdoor Media Device.

**Commissioner.**

FORM 5

[see Bye-Law 20(4)]

**Application to Erect Temporary Outdoor Media Device  
in Mahe Municipality**

*(separate application should be submitted for each location)*

1. Name and address of the :  
applicant/Company/Government  
Department with Municipal  
UID No. (if, company registered  
with Municipality). Municipal UID No. :
2. Exact location as specified in : Constituency :  
Schedule-3 direction of : Location Sl. No. :  
facing of the frontage of the : Name of Location :  
Outdoor Media Device.
3. Name of the Government :  
Department/Agency pertaining  
to the land/building on which  
the Temporary advertisement  
is to be erected.
4. Size of the Outdoor Media :  
Device proposed to be erected  
(shall not exceed the permitted  
size as stipulated in Schedule-3).

Length	Breadth	Width

5. Nature of the materials to be :  
used.

6. Whether annual rent paid for : Yes / No

land belonging to Government  
or Municipality if so, the  
date of payment and other  
details.

Receipt No.	Date	Amount

7. Indicate whether the following :  
documents have been  
enclosed with the application.

(a) Copy of proof by which : Yes (enclosed) / No\*  
Licence fees and rent for  
Government lands is paid.

(b) Copy of receipt of rent : Yes (enclosed) / No\*  
paid to State or Central  
Government or Municipality  
and details of fees paid.

(c) Plan showing the Outdoor : Yes (enclosed) / No\*  
Media Devices to be erected  
indicating the height and  
other dimensions and the  
material proposed to be  
used.

(d) Stability certificate issued : Yes (enclosed) / No\*  
by the Structural Engineer.

(e) No Objection letter from : Yes (enclosed) / No\*  
the owner of the land  
where the Outdoor Media  
Device is to be erected in  
a private land or  
building.

- (f) If the land or hoarding : Yes (enclosed) / No\*  
belongs to a Department  
of the State Government  
or Central Government  
or an Undertaking of the  
Government or Municipality  
or to any such related  
agency, a No Objection  
Letter/Authorization  
letter issued by an  
authorized officer.
- (g) A Topo sketch indicating : Yes (enclosed) / No\*  
the proposed location of  
the Outdoor Media  
Device.
- (h) Copy of PAN Card and : Yes (enclosed) / No\*  
GST (PAN Card of  
Proprietor/Partner/  
Company Directors  
whichever is applicable) .
- (i) Test Certificate from a : Yes (enclosed) / No\*  
licenced Electrical  
Engineer.
- (j) Plan of the Outdoor : Yes (enclosed) / No\*  
Media Devices indicating  
width, height, *etc.*, duly  
approved by the  
qualified Engineer.
8. Insurance against damages : Insurance No. :  
(The licensee shall provide Valid till :  
proof of public liability Insurance Company :  
insurance).
9. Brief Content of Outdoor :  
Media Device.

## DECLARATION

- \* I/We declare that all the statements/details/documents furnished are true and correct to the best of my/our knowledge.
- \* I/we also understand that I/we are liable for penal actions prescribed under law for any violation(s)/deviation(s) in any manner.
- \* I/we shall be liable for compensation payable, to whomsoever it may be, for any loss incurred due to failure of advertisement display whatever the reason may be.
- \* I/we shall hereby abide by all provisions of Acts/Rules/directions issued by the Municipality or any other law enforcing or Government agencies.

*Signature of the applicant.*

Date :

## ACKNOWLEDGEMENT

*(for office use only)*

Received the application for erection of temporary Outdoor Media Device in Mahe Municipality at Ward No. ...., at ..... from Thiru/Tmt./M/s. ....

*Signature of receiving official and date*

(\* Strike out whichever is not applicable)

FORM - 6

[see Bye-Law 20(4)]

**Permit for Erecting Temporary Outdoor Media Device  
in Mahe Municipality**

1. Temporary OMD Id No. : Date :
2. Application No(s). : Date :
3. Name and Address of the Applicant. :

4. Location(s) : As in Schedule-3

Sl. No.	Name of the Constituency	Location Sl. No.	Permitted location for display of temporary advertisement	Length	Breadth	No. of OMDs
(1)	(2)	(3)	(4)	(5)	(6)	(7)

5. Device Details :

6. Valid Up to : From date :  
To date :

7. Fee details—

Receipt No. :

Date :

Amount :

#### CONDITIONS

- (1) This licence is not transferable.
- (2) The Licensee shall abide the statutory provisions of the Pondicherry Municipalities Act, 1973, rules and Bye-Laws.
- (3) The licence holder shall adhere to all the conditions laid down by the Pondicherry Municipality then and there.
- (4) The banners shall be displayed only in the places mentioned in this permission.
- (5) Banner/Advertisements on Outdoor Media Device erected more than the Permitted size and location shall be invalid and treated as unauthorized and liable to be removed.
- (6) Display of Outdoor Media Devices shall not cause any hindrance/obstruction to the flow of traffic and general public.

- (7) The displayer shall ensure the structural stability of the scaffolding structures in respect of temporary banners/advertisement erected by them. They shall also be responsible for liability to the third parties in-respect of accidental death, bodily injury to persons.
- (8) This Municipality will remove those scaffoldings, banners and hoardings that pose risk to the public safety.
- (9) The permission issued shall be cancelled in the event of any objection from public authorities on valid grounds without prior notice.

**Commissioner**

FORM 7

[see Bye-Law 11(4), 13(4) and 20(4)]

**Rejection/Refusal of Application**

No. .... /MM/ADVT/COMM/

Dated:

To :

Sir/Madam,

*Sub.* : OM — Refusal/Rejection of Your application for — Reg.

*Ref.* : Your Application No. ...., dated .....

\* \* \* \*

Your application cited under reference could not be considered for the reasons stated here under:

Reasons:

--

**Commissioner**

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
SL. No.	Date of receipt of application	Name and address of the applicant	Police Station limit	Total number of OMDs for which application submitted	Location for which permission sought	Permission fee collected	Whether permission granted/rejected (OMD Id if granted)	Period of permission (from – to)	File Number	Remarks

## Register of Grant or Rejection of Permission for Erection of OMDs

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
SL. No.	Date of receipt of application	Name and address of the applicant	Police Station limit	Total number of OMDs for which application submitted	Location for which permission sought	Permission fee collected	Whether permission granted/rejected (OMD Id if granted)	Period of permission (from – to)	File Number	Remarks



FORM 10  
[see Bye-Law 35(3)]  
**Register of Grant or Rejection of Permission for Erection of Temporary OMDs**

(1) Sl. No.	(2) Date of receipt of application	(3) Name and address of the applicant	(4) Police Station limit	(5) Total number of OMDs for which application submitted	(6) Location for which permission sought	(7) Permission fee collected	(8) Whether permission granted/rejected (OMD Id if granted)	(9) Period of permission (from – to)	(10) File Number	(11) Remarks

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